



Manchester
Evening News

Accrington Observer

Glossop Advertiser

Heywood Advertiser

Macclesfield Express

Middleton Guardian

North & East
Manchester Advertiser

Rochdale Observer

Rossendale Free Press

Salford Advertiser

The South
Manchester Reporter

Stockport Express

M
EN Direct

Stand out from the
crowd and reach a wider
newspaper audience
with insert marketing

Response is
everything

M.E.N. direct is a division of the M.E.N. Media Sales. Specialising in inserts into the M.E.N. and 8 weekly local titles as well as door-to-door distribution of leaflets, magazines and product samples.

M.E.N. direct gives you the complete leaflet and insert package. We can now offer you a ONE STOP SHOP which takes the hassle out of producing / distributing and inserting your item. We can design, print and deliver your leaflets or inserts within our range of newspaper titles with a total readership of nearly 1.5 million within the Greater Manchester / Granada TV region on a weekly basis, giving you an exceptional coverage and prompt service unobtainable from any other company specialising in this area.

To find out more contact our sales team on: **0161 475 4808**



Stockport Times

Tameside Advertiser

Oldham Advertiser

Prestwich Advertiser

Wilmslow Express

South &
Altrincham Advertiser

Stretford
& Urmston Advertiser

M
EN
media

Get more out of local newspapers with loose insert marketing

Pushing inserts forward

Got a product to sell?
Want to stand out from the crowd?

Let the Manchester Evening News inserts team help you reach over 187,000 prospective customers every day using one of the most powerful and intrusive media available.

Inserts - gets your message seen!

Insert Opportunities

Clients can also choose up to 77,000 FREE copies in the City Centre or 88,000 paid for copies Thursdays & Fridays.

NEWSPAPER TITLE	EDITION	AVERAGE PRINT QUANTITY PART FREE / PART PAID
MANCHESTER EVENING NEWS	MONDAY	84,000
MANCHESTER EVENING NEWS	TUESDAY	84,000
MANCHESTER EVENING NEWS	WEDNESDAY	84,000
MANCHESTER EVENING NEWS	THURSDAY	165,000
MANCHESTER EVENING NEWS	FRIDAY	165,000
MANCHESTER EVENING NEWS	SATURDAY	85,000
MACCLESFIELD EXPRESS	WEDNESDAY	15,000
STOCKPORT EXPRESS	WEDNESDAY	15,000
ROCHDALE OBSERVER(WED)	TUESDAY	16,000
ROCHDALE OBSERVER(SAT)	FRIDAY	22,000
ACCRINGTON OBSERVER	THURSDAY	15,000
MIDDLETON GUARDIAN	WEDNESDAY	8,000
HEYWOOD ADVERTISER	WEDNESDAY	7,000
ROSSENDALE FREE PRESS	THURSDAY	15,000
PRESTWICH ADVERTISER	THURSDAY	5,000
NORTH EAST MANCHESTER ADVERTISER	THURSDAY	8,000
GROUP TOTAL		793,000

IMPORTANT NOTICE
CORRECT AT TIME OF ISSUE



Inserts Packaging requirements

Attach packing slips to two adjacent sides of the pallet.
Please note: Deliveries must be palletised.

The Packaging slips should include:

NAME OF NEWSPAPER OR PUBLICATION	NUMBER OF CARTONS OR BOXES
NAME OF INSERT	NUMBER OF PALLETS
DESCRIPTION OF THE INSERT	NAME, ADDRESS AND PHONE NUMBER OF PRINTER
ISSUE DATE OF THE INSERT	ANY CODING OF INSERTS
TOTAL NUMBER OF THE INSERTS	STRAP OR FILM PALLETS. THIS IS NECESSARY TO PROTECT THE INSERTS. IT IS RECOMMENDED TO APPLY TWO TAPES IN EACH STRAPPING DIRECTION IN ORDER TO OBTAIN GREATER PILE STABILITY.
NUMBER OF INSERTS ON A PALLET	
NUMBER OF INSERTS IN A BUNDLE, BOX OR CARTON	

Technical Information

SINGLE SHEET PRICES START FROM £20 PER 1000 +VAT	MIRROR COLOUR PRINT (OLDHAM) LIMITED, HOLLINWOOD AVENUE, CHADDERTON, OLDHAM, LANCASHIRE. OL9 8EP
MINIMUM LEAFLET SIZE IS A5 (MINIMUM 150 GSM QUALITY) MINIMUM SIZE ON NEWSPRINT IS 16 PAGE TABLOID	ATTENTION: SHEILA RAMSDEN TELEPHONE: 0161 683 6145 FAX: 0161 683 4870 OFFICE RECEPTION: 0161-681 1992
SAMPLES MUST BE FORWARDED AND APPROVED BEFORE INSERTION CAN BE CONFIRMED	LEAFLET STOCK MUST STRICTLY ADHERE TO THE PACKING REQUIREMENTS OF THE PRINT CENTRE
MAXIMUM OF 1 INSERTS PER ISSUE WILL APPLY.	
ONLY FULL RUNS BY TITLE CAN BE CHOSEN. LEAFLET STOCK MUST ARRIVE AT THE PRINT CENTRE AT LEAST 48 HOURS PRIOR TO DISTRIBUTION AT:	

THE PRINT CENTRE RESERVE THE RIGHT TO REFUSE AN ITEM AND WILL HALT INSERTION IF PROBLEMS ARISE THAT COULD CAUSE DELAY TO THE NEWSPAPER DISTRIBUTION.

STOCK PACKING REQUIREMENTS - See separate sheet

Print & Design

Let us design your leaflet and bring your message alive!

*Standard leaflet sizes:
1/3rd A4 / A5 / A4. The prices below may vary and are subject to change depending on specific design requirements.

1 SIDE*
£90.00 +VAT
ARTWORK PRODUCTION

2 SIDE*
£120.00 +VAT
ARTWORK PRODUCTION

We offer you a Leaflet Design Service that is designed to make your message STAND OUT. At MEN Direct we know that a well designed leaflet, can send out a positive impression to people resulting in a positive response, a poor design can damage the image you want to project. We understand more than anyone the importance of Good Design which is why our NEW DESIGN service gives you the peace of mind that, with just one call to us your message will be seen by over 973,000 households who will see your company presented the way you want it to. We will take the hassle out of getting your message heard, by designing, printing and distributing your leaflet.

The one stop shop for Design, Print & Distribution
Please call for a PRINT quote on 0161 475 4808

