



“The best things in life are free. . .
but you can give them to the birds
and bees – I want money”

Source: Beatles 1963





Background

- First edition launched 1975
- 66 local editions
- 93,000 plus Lineage ads
- 7000 plus Display ads
- 27 million euro turnover
- 6.4 million euro profit





How does it work?

- Free to pick up
- Available from:-
Newsagents, Supermarkets,
Garages, Post Offices, etc
- Printed by us
- Distributed by third parties
- Advertising is paid for! (mostly)





A typical edition

- Worthing launched 1994
- 35,425 copies distributed
- 478 outlets
- 4000 lineage adverts
- 380 display adverts





A typical edition

- Population for area 309,000
- Average readership 98,000
- 80% awareness
- 32% read it as their main paper
- First choice for buying cars, furniture, services

Source: NOP Research 2001





On-line

- All adverts available to anyone to view – at no charge
- Adverts are published on the web 5 minutes after they are booked
- Searchable by town, postcode, keyword, price etc
- 25% volume booked online
- 28% value booked online





Marketplace

“Selectively chosen free pick-up publications are the world’s fastest growing method of generating advertiser response”

Source: United Advertising Publications Inc 1998





Marketplace

- Over 2 million copies of free pick-up titles distributed weekly over 150 publications 46 motors titles alone
- 650 free newspapers 24,095,787 copies weekly





Why does it work?

- Local
- Widely available
- Demand Led
- Timely
- Genuine
- Broad appeal
- Consistent





A few points. . .

- In the UK the marketplace may soon reach saturation point
- Free pick-up publications lack credibility with advertising agencies
- Internet is still a threat
- Single revenue stream





and finally. . .

- Being Free – does not guarantee success
- Volume of content
- Quality of content
- Accessibility of content
- Size of audience
- Quality of audience

