



Vouch£r Books

INFO PACK

Voucher Books is Terrific Media Ltd

The Voucher Books concept was born back in 2008 and took it's place under Terrific Media, when it became a limited company in 2021

Voucher Books is run by a team of dedicated professionals, with a huge amount of experience in commercial marketing, spanning over 25 years. We take a realistic and modern approach to the way we do things. Our ultimate goal is to deliver clear, measurable results to our partners, whilst offering real value and respect to the end consumers we target.

Currently, we produce voucher books for the Leeds area. We plan to push further throughout Yorkshire and ultimately national in the not too distant future.

“ Our ultimate goal is to deliver clear, measurable results to our partners, whilst offering real value and respect to the end consumers we target. ”



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Vouch&r Books



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What are Voucher Books?

In our opinion, Voucher Books are the future! We feel that direct mail from Business to Consumer can be done so much better than what the local ad magazines can offer.

We set up Voucher Books as a real solution for businesses who want to get directly in front of consumers and ensure that they are made aware of your products and services and don't just discard you.

Our aim is to offer real value to consumers, by presenting them with a well-designed book that isn't just seen as a 'marketing ploy'. We want consumers to engage with the media and to feel the books will benefit them, very much in the same way any monetary voucher would. Ultimately, by doing this, your business will receive a much higher return on your advertising investment and genuinely get you more business.

How Voucher Books Work

You, our partner, are required to offer a significant discount or promotional offer that is exclusive to Voucher Books. You can of course supply your own artwork, however we do have a team of amazing designers that can design your voucher for you, for free.

We must insist that any artwork supplied to us is of a high standard, as we must maintain the high standard that we have become reputable for.



Why Should I use Voucher Books to Promote My Business?

- 80% of people who change their buying habits do so as a result of receiving a discount.
- Voucher books can reach potential customers for your business that you can't through your own marketing campaigns.
- We aren't looking to simply make up the numbers in our voucher books. We make sure your business is targeted to the audience that will get you the best results.
- To successfully execute your own direct mail marketing campaign of 10,000 targets would cost in excess of £1,000 and even more if you use Royal Mail for distribution. Voucher Books have proven that because we share the cost of printing and distribution, we pass the savings to you, so the price you pay to reach the same number of targets is greatly reduced.
- Even the smallest of businesses are able to reach great numbers, affordably.
- Direct mail makes recipients feel more valued and is seen as a medium of authority.
- Our concept is tried and tested. Voucher books have proven to have a much longer lifespan than local advert magazines. The reason for this is that the viewers see a real value in keeping the books to hand, due to the discounts inside.



Why Should I use Voucher Books to Promote My Business?

- We don't just tell our partners that we offer great design, we truly believe it and have been told that our Voucher Books look much better than anything else on the market, due to our designers coming from top design agency backgrounds.
- Our books are A5 sized. This means your potential customers are going to hang onto the books longer than any other similar method of marketing, ensuring that they won't forget about your business.
- A voucher or discount code offers you a real way of measuring the effectiveness of your campaign and monitor the 'Return on your Investment'.
- Research suggests that vouchers tend to be passed on to at least one further member of their household. So a circulation of 10,000 copies of Voucher Books actually results in a 20,000+ reach.



Much More Than Just a Printed Voucher...

 80% of people who change their buying habits do so as a result of receiving a discount

Voucher books offer more than just printed voucher books. As part of our service, we offer a multi-channel approach to promoting your business.

Alongside the enviously successful printed voucher books, we also

give every advertiser the following FOR FREE:

- 1** Your Voucher will feature on our highly engaging website, that currently generates more than 10,000 unique hits per month - and this is growing at a huge rate each month.
- 2** Your Voucher will also feature in our highly targeted eshots. These go directly to the inboxes of potential customers in the same location as your printed Vouchers.
- 3** We also post every single voucher on our Facebook Group, with direct links back to our website, so everyone can download your voucher, from any place at any time.

No other publication on the market offers this amount of marketing for such a low price and what's more, all of these additional activities are COMPLETELY FREE TO YOU, when you place your voucher with us.



Sizes & Options



FREE EXTRA MARKETING INCLUDED

- ✓ **FREE** Promotion of your voucher on voucher-books.co.uk
- ✓ **FREE** Promotion on the Voucher Book Leeds Facebook Page
- ✓ **FREE** Feature on your local Voucher book email

1 / 8 Page	£60	Size: 68mm(w) x 52mm(h)
Quarter Page	£100	Size: 68mm(w) x 105mm(h)
Half Page	£180	Size: 136mm(w) x 105mm(h)
Full Page	£300	Size: 136mm(w) x 210mm(h)

SAVE BIG WITH MULTIPLE ISSUES

For Artwork Specifications and Templates, please go to:
voucher-books.co.uk/artwork-specification

LS8

covering

**Oakwood
Roundhay
Allerton Grange
Harehills**

delivered to

20,000

addresses &
distributors



More locations coming very soon!

LS14 & LS15

covering

**Seacroft
Crossgates
Colton
Whinmoor
Halton
Killingbeck**

delivered to

20,000

addresses &
distributors



More locations coming very soon!



Are You Ready to Become a Partner?

Vouch£r
Books

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