The Little Blue Book®

Residents' Handbook™

both brought to you by

Local Pages®

media pack

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Local Pages

established 1979

Local Pages has generated millions of new leads for our customers over the past 45+ years. We deliver around 900,000 business directories to 50 regions covering the South West, South Wales and East Anglia. **The Little Blue Book** and its sister publication **Residents' Handbook** have helped thousands of businesses generate enquiries every day from as little as £110 for the whole year.

Our experienced team pride themselves on accuracy and continuity, which allows the communities we serve to see us as a valued and trusted service. Call tracking & testimonials are amongst the proof tools that support the ongoing success of the products and services we offer. 2022 was our biggest ever sales year and we are proud of what we have achieved. We are confident that your business will benefit from what we can offer.

who are we?

- Established in 1979 – celebrating over 45 years of success.
- Family owned and managed.
- Over 200 years of industry experience.
- Over 76% of customers renew every year.
- Positive and respected resource within each local community.
- Recognised, Trusted and Valued.
- Pride ourselves on accuracy and continuity.

where are we?

South West

where are we?

East Anglia

what we do

Local Pages are experts in the market places we serve. From Brecon in Wales to Wellington in Somerset, we have established unique trading relationships built up over nearly four decades. Our local business knowledge and history has been a winning combination, contributing significantly to our continued growth.

We aim to supply a reliable source of useful & accurate information to our audience. With guaranteed annual delivery, we ensure our customers' advertising messages effectively reach their target audiences. Bringing together customers and local businesses to facilitate and grow successful trading relationships through our 50 publications & online directory – **localpages.co.uk**

4.1 million
leads created over the past 10 years

3,500
businesses working with us

700,000
printed directories printed and delivered

1979
established and still trading

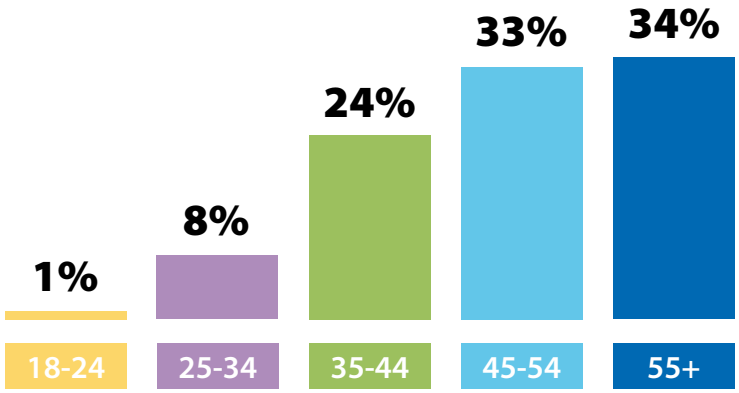
76% renewal rate

241
years of industry experience

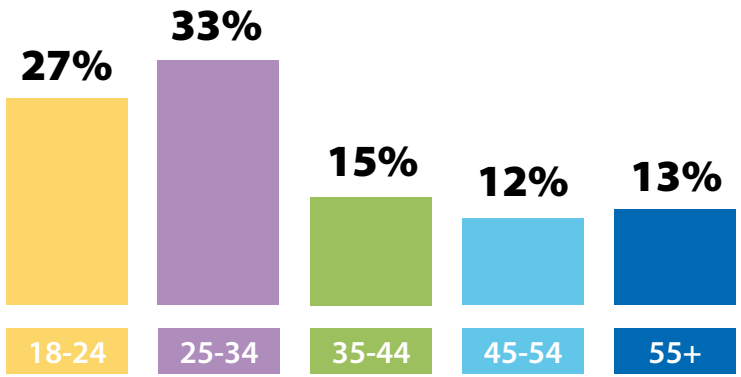
10,000
searches each month on **localpages.co.uk**

the Local Pages audience

Source: *Local Pages customer survey & Google analytics*



PRINTED directory audience age



ONLINE directory audience age

the Local Pages audience

Source: *Mosaic Geodemographic Profiles*

15%
of our audience
(more than 2 times the national average)
are **Mosaic Group C.**
"Country Living" and are typically:

- Prosperous
- Country living
- Often retired or older households
- Prefer postal communication

More than
11%
(more than 1.5 times the UK average)
are **Mosaic Group D.**
"Rural Reality" and are typically:

- Mature householders
- Larger villages
- Often pensioners
- Expanding areas

14%
of our audience
are **Mosaic Group H.**
"Aspiring Homeowners" and are typically:

- Forward-thinking younger families in sought-after homes
- Attractive developments
- Brand new homes
- £60-70k family income

Within this, the two most significant sub-groups are:

C10 Wealthy Landowner

- Aged 55-65
- £150k very high income per year
- Mature married couples
- Home owner (high value, often detached 5 beds)
- Own several cars
- Rural locations

C13 Village Retirement

- Retired
- 66+
- Larger villages
- Prefer postal communications
- Home owner (4 beds)
- Never uses Facebook

Local Pages Products

£1,800 **(£300 per month)***
***paid over 6 months**

Front cover: 133x26mm
(example shown not actual size)

£1,085 **(£271 per month)***
***paid over 4 months**

Full Monty: 133x191.5mm
(example shown not actual size)

All prices exclude VAT

Example of index page
(Not actual size)

£570

Index Page Footer: 130x45mm

All prices exclude VAT

£870
(£435 per month)*
***paid over 2 months**

Half Time: 133x94mm (example shown not actual size)

£540
(£270 per month)*
***paid over 2 months**

Headliner: 133x47mm (example shown not actual size)

Creative Genius options:
62x90mm inside • 62x94mm covers
(example shown not actual size)

Outside cover:
£600 **(£300 per month)***
***paid over 2 months**

Inside cover:
£550 **(£275 per month)***
***paid over 2 months**

Main body of book:
£540 **(£270 per month)***
***paid over 2 months**

£430
(£33 per month)

Loud & Proud: 62x64mm
(example shown not actual size)

£395

Neat & Tidy: 62x36mm
(example shown not actual size)

All prices exclude VAT

£325

Short & Sweet: 62x26mm
(example shown not actual size)

£25*

Local Pages Business Finder™ (A-Z Bold listing)

£290*

Heading Sponsorship (example shown not actual size)

£225

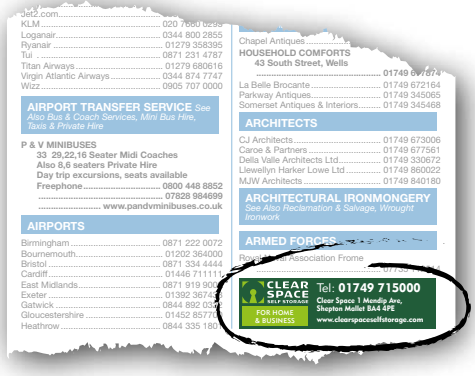
A-Z Footer (banner advert)
(example shown not actual size)

£180*

Signpost advert: 62x20mm
(example shown not actual size)

Fill-up Package: Sizes from 16 to 64mm depth. A maximum of 5 fill-ups with a guarantee of 4 appearing and based on your main advert.

£130*



£110

Keep it Simple: from 3 lines
£25 per additional line

BRITTON & CO.
Solicitors
186 High St, Worle, Weston-super-Mare
.....(01934) 522000
.....enquiries@brittonandco.co.uk
.....www.brittonandco.co.uk

PARKWAY PLASTERING
Free Estimates
Tel: 01594 781865 or 07984 072431
E: parkwayplastering@hotmail.com

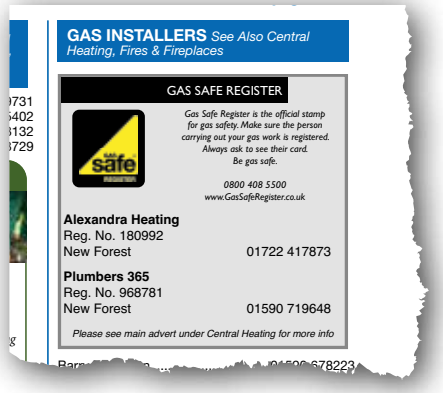
£195

Choice is Yours: from 4 lines and choice of colour
£25 per additional line

BLACK	BLUE	GREEN	PINK	PURPLE
RED	WHITE	YELLOW	ORANGE	

£100

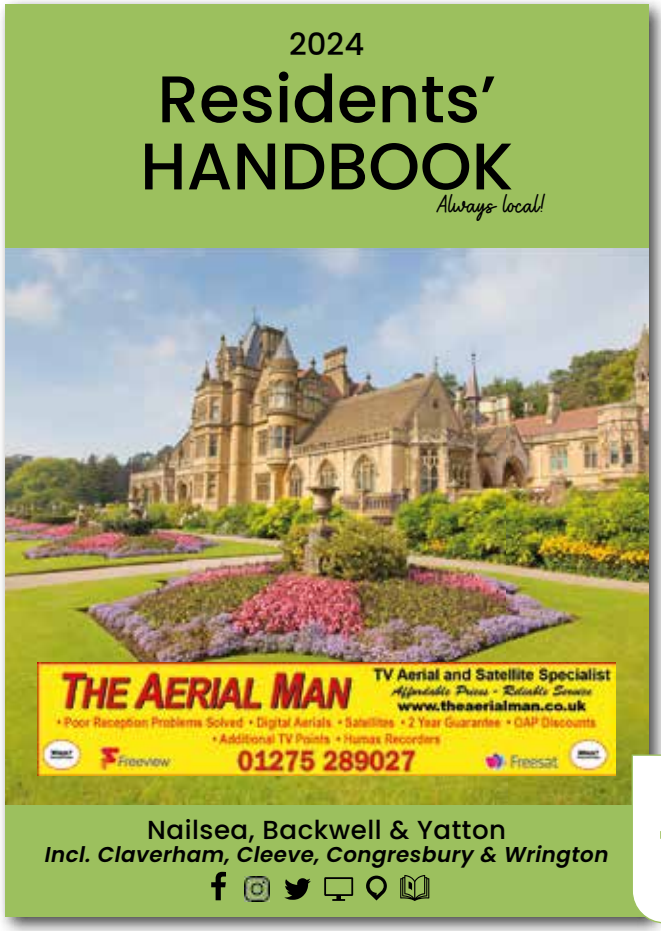
Heading Guide:
Appear in our specialist section under **Central Heating** & **Gas Installers***



All prices exclude VAT

*available as part of a display advert

Residents' Handbook Products



£920 **(£230 per month)***
***paid over 4 months**
Full Page: 133x191mm
(example shown not actual size)

FULL PAGE **COVER OPTIONS**

£1190 **Inside Front Cover**
FULL PAGE : 130x191mm

£1380 **Back Cover**
FULL PAGE: 130x191mm

£1190 **Inside Back Cover**
FULL PAGE: 130x191mm

£1,500 **(£250 per month)***
***paid over 6 months**
Front Cover: 133x26mm
(example shown not actual size)

£645 **Half Page:** 130x94mm

(£322 per month)*
***paid over 2 months**

£400

Quarter Page Portrait: 63x94mm

£400

Quarter Page Landscape: 130x45mm

HALF PAGE **COVER OPTIONS**

£775 **Inside Front Cover**
HALF PAGE: 130x94mm

£900 **Back Cover**
HALF PAGE: 130x94mm

£775 **Inside Back Cover**
HALF PAGE: 130x94mm

All prices exclude VAT

Example of index page
(Not actual size)

£250
Eighth Page: 63x45mm

£425
Index Page Footer: 130x45mm

All prices exclude VAT

online directory listings

localpages.co.uk

Choose from **Basic**, **Enhanced** or **Premium** listings on our website to get you seen by more local people.

from £5 per month

Side banner advert

Basic

£5
per month

- ✓ 2 categories
- ✓ Company name in bold
- ✓ 2 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website
- ✓ Before free listings alphabetically

Enhanced

£10
per month

- ✓ 4 categories
- ✓ Company name in bold
- ✓ 250 characters describing your business
- ✓ Logo/display advert
- ✓ 2 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website
- ✓ Before basic listings

£PPC **Pay per Click**

Side banner advert 250x300px (price per month)

Premium

£20
per month

- ✓ Before enhanced listings
- ✓ 8 categories
- ✓ Company name in bold
- ✓ 'More info' button
- ✓ Logo and photos
- ✓ Map
- ✓ Key Services
- ✓ 650 characters describing your business
- ✓ 4 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website

Always appear in the top 3 from only £35 extra per month (get in touch for more info).

0117 923 1122
residentshandbook.co.uk ▮ info@residentshandbook.co.uk
localpages.co.uk ▮ info@localpages.co.uk

Local Pages

Residents' Handbook™

branding work

including logo design

Our **comprehensive branding packages are designed to connect you with local audiences,** helping you stand out in a crowded marketplace.

Whether you're looking to refresh your **logo**, create **compelling marketing materials**, or **launch a digital campaign**, we tailor our services to meet your specific needs.

- From startups to established businesses, Local Pages offers flexible branding solutions that align with your goals.
- Our packages include everything from print and digital ads to full branding makeovers, ensuring your business is seen where it matters most.
- We combine creative design with local expertise, giving you the tools to create a lasting impression.

digital consultancy

free consultation

Our team can offer bespoke solutions and advice for **promoting your business online and increasing your digital presence.**

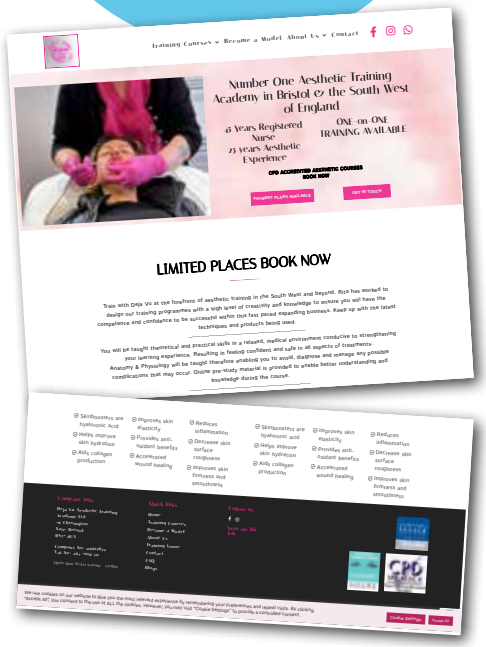
From website auditing, to email campaigns.
Get in touch to see what we can do for you.

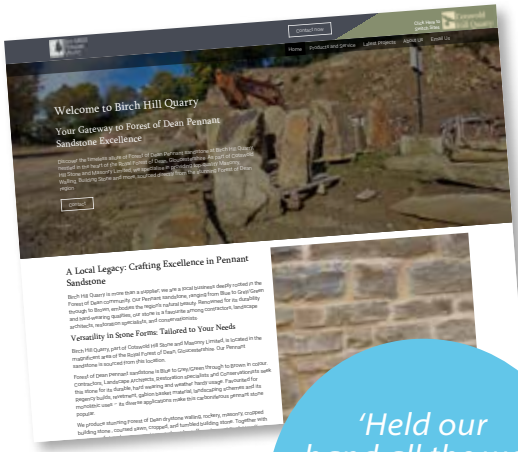
web design

	Standard Design	Custom Design	Bespoke Design
	£899	£1,495	£3,495
Bespoke colour scheme	✓	✓	✓
Ability to edit content	✓	✓	✓
Mobile-friendly	✓	✓	✓
Contact form	✓	✓	✓
Connect domain	✓	✓	✓
Choice of designs	✓		
Custom designs		✓	✓
Google analytics set-up		✓	✓
SEO optimised copy	✓	✓	✓
E-commerce/online shop			✓
Dedicated designer			✓

*"It's **user-friendly, easy to update, and the team is always there** when I need assistance. I **wholeheartedly recommend Local Pages without hesitation.**"*

Rita, Deja Vu Aesthetic Training Academy





'Held our hand all the way through'

Birch Hill Pennant Quarry

website hosting

Basic hosting £35pm, premium £55pm
(includes an hour of amends each month does not accumilate)

website development work

£65/hour to work on an existing website

social media

Facebook and **Instagram** using the Meta platform, **display prominently on the target audience's feed**. Bespoke design, different types of ads (carousel, video, standard image, direct to message ads). Monthly reports.

Set-up fee - **£300, then from £150/month +VAT**
Monthly management charge £150

PPC & PPL

Pay Per Click promotes your business with adverts displayed in Google's search, Google shopping and google display network more prominently than non-paid for (organic) search results.

£120/month to manage £200 set-up fee

*Approved industries only (we recommend getting in touch for a free consultation)

Pay Per Lead offers a more direct connection to communication channels. **£250 to set up then £50+ monthly to manage.** (includes Google Guarantee.)

SEO

Understanding your ideal customer and their interests **is key to great SEO.**

Using keywords research, analytics and search trends, our online and offline support boosts both awaremess and growth.

All Packages Include: Monthly reports, keyword research, GMB optimisation, meta title and description, technical optimisation, backlinking, no black-hat methods & blogging

SEO Basic
£180
per month
- target 5 keywords

SEO Starter
£250
per month
targets 10-15 keywords

SEO Pro
£500
per month
targets 25 keywords

SEO Bespoke
£500+
per month
targets 30+ keywords

print design

We can design anything
from business cards to **roller banners**

Get in touch now for more print quotes
info@localpages.co.uk

- ✔ Leaflets and Brochures
- ✔ Business Cards
- ✔ Mouse Pads
- ✔ Calendars
- ✔ Flyers
- ✔ Letterheads
- ✔ Signposts
- ✔ ...and more!

our unique selling points

- Over **76% of existing customers renew.**
- Delivered to over **900,000 letterboxes** every year.
- **Unique coverage of the South West, South Wales and East Anglia.**
- Full colour publications.
- Flexible payment plans available.
- **More accurate than other publications** – we don't buy in any data.
- Creative Studio Design Team with **over 50 years of experience.**
- Opportunity to advertise on the **Front Cover,** within the A-Z and in Headings.
- Ongoing product development – we will work with you to get the inventory you need.
- **50 directory editions covering 70 areas.**
- **59% of people receiving a doordrop go on to visit the website to find out more**.

features & benefits

- Straight forward **websites, clear and simple to navigate**, updated regularly.
- Reliable, recognised, relevant, easy to use.
- **Directive format** - got a leak? Call a Local plumber! Lots of numbers in one place.
- **Reliable, Accurate and Trusted** source of the latest local business information, updated annually.
- Fresh **relevant book maps** with updated street index for those new to town.
- **Up-to-date** public service information, helplines, hospitals and emergency numbers in one handy book. Quick and easy to use.
- We are **experts in the business community** in each of the areas. We know the geography, the book users and customers.
- In a rapidly changing advertising marketplace, we offer **45+ years of industry experience** across print and online advertising, thoughout our 50 book areas. Consistently helping our customers achieve the optimum results for their budgets and offering great value for money.
- 900,000 books **delivered annually**, guaranteeing our customers' advertising messages reach every home and commercial letterbox in their area.
- Buy with confidence - your advertising is **guaranteed to reach your chosen audience** for a whole year.
- Easy to use book handy format, quick and concise. **Great for emergency call outs!**

return on investments

what you could expect for the average investment

Builders

£502 spend → £59,176 return

Removals

£663 spend → £30,836 return

Plumbers

£266 spend → £25,428 return

Aerials

£692 spend → £15,444 return

Conservatories

£502 spend → £59,176 return

Taxis

£422 spend → £15,444 return

Wood Burning Stoves

£327 spend → £15,536 return

* Based on average advertising spend, trackable data and shared customer averages for conversion rates and order values

We found Local Pages very helpful, courteous and knowledgable when it came to building our website.

They created a bespoke website which stands out from others within the market.

Davies Architectural Services

I do not do any other advertising, all my business comes from Local Pages.

Carol, Chepstow & Forest

Local Pages are a very polite & professional team. They are quick to respond to any texts or emails.

I highly recommend Local Pages for any of your advertising and website needs.

Graham, Craftbuild

I've tried many forms of advertising, both print and online, and find Local Pages to be one of the best publications in the areas I cover.

Peter Marsden, Digital TV & Satellite Systems
10 years with LP

Excellent book! I get at least 95% of my work from this directory.

Mr Easton, CJ Locksmith
10 years with LP

I get a lot of calls a month from customers who have got my number from The Little Blue Book!

Most of my business comes from it.

Lee Jowitt, Abergavenny

The Local Pages adverts consistently pay for themselves year after year.

Mr Gibson, DG Electrical
4 years with LP

Local Pages have done a fantastic job on my new website! From design to going live, the service is excellent! It does make my small business seem a bigger business now!

Tim Ransom

The performance of the actual adverts in the books has grown each year beyond predicted performances.

I can strongly recommend placing an advert within your local directory as it works!

Richard McKenzie, Chipping Sodbury

testimonials

don't just take our word for it!