

# Simple Sample!

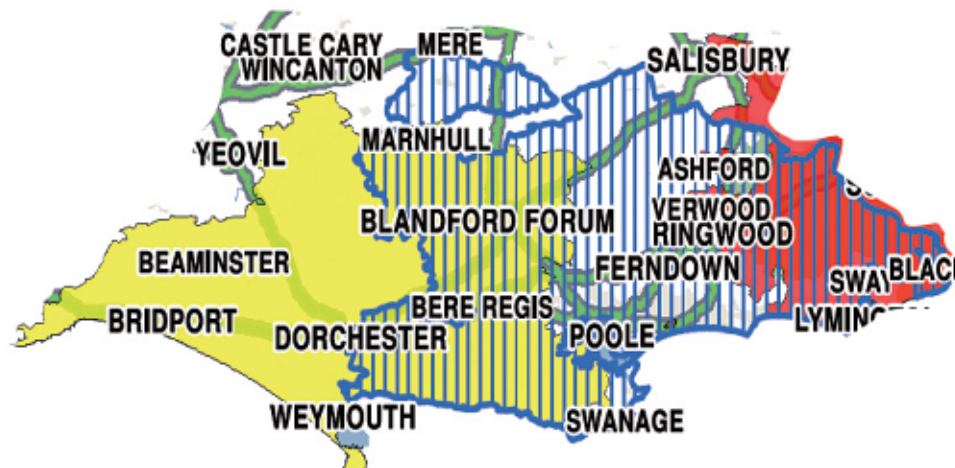
## Spread some **brand awareness** with Newsquest Dorset

If you are looking for ways to promote your product and develop customer awareness look no further than Newsquest. We can tailor your specific needs into a complete promotional package through which we can sample your product to our readers. From road shows and in store promotions to 1 for 1 sampling we can help you deliver the right results for your business.

Dedicated to the successful growth and promotion of our newspaper titles, the Newsquest Dorset promotions team has developed strong ties with well known brands, events and stores across the country. The team is committed to promoting our profile and our client profiles across our readership base. In all Newsquest Dorset has over 150,621\* readers ready and waiting for your brand, product and message. (\*Dorset Echo, Daily Echo, Bridport News, Salisbury Journal combined readership figures).



## Map of Newsquest Dorset & Hampshire readership areas



## Strategy

Our strategy is simple; we aim to provide you with a simple yet comprehensive sampling campaign at **NO charge!!!** Whilst providing extra value to our readers.

## Package

In exchange for your support Newsquest Dorset will provide you with the following

- A detailed presampling plan
- In paper advertising of the sampling event
- Online advertising of the sampling event
- Dedicated promotions staff to staff the sampling event and promote your product
- Branding at the Sampling Event
- Distribution of your promotional flyers / leaflets at the sampling event and through our satellite offices
- Opportunity for a number of Newsquest Dorset staff to wear your branded promotional clothing at the sampling event, if provided.
- A Boards / posters at the event
- A comprehensive certificate of sampling, complete with photos, campaign feedback, campaign details, sample adverts, delivery comments, sample event promotion and staff feedback.

## Sampling Opportunities

### Weekly:

4 in store promotions across Newsquest Dorset each week at which we require 400(min) samples per promotion

### Yearly Events:

Event	Location	Date	Audience	No. Samples
Christchurch Food Festival	Christchurch	May	25000 visitors, high street with celebrity chef appearance	2300
Bournemouth Wheels Festival	Bournemouth	May		3000
Dorchester Carnival	Dorchester	Jun	Local Family event attracting around 6000 visitors	500
Bournemouth Food Festival	Bournemouth	Jun		1000
Milton Abbas Street Fair	Milton Abbas	Jul	Local Family event attracting around 10000 visitors	1000
Camp Bestival	Lulworth	Jul	50,000 Visitors	3000
Salisbury Show	Salisbury	July	Weekend family event	1000
Weymouth Carnival	Weymouth	Aug	High Profile Show attracting 100000+ visitors	2000
Melplash Show	Bridport	Aug	High Profile Show attracting 20000+ visitors	1000
Ellingham Show	Bournemouth	Aug	10000 Concert Visitors	500
Bournemouth Air Show	Bournemouth	Aug	High profile local family event	2000 - 3000
Ellingham Show	Ellingham	Aug		500
Dorset County Show	Dorchester	Sep	High Profile Show attracting 55000+ visitors	200
Christmas Cracker	Dorchester	Dec	Local family event attracting around 6000 visitors	1000
Victorian Show Day	Weymouth	Dec	Local family event attracting around 8000 visitors	1000
Weymouth Chamber Night	Weymouth	Dec	Local family event attracting around 8000 visitors	1000
Bridport Christmas Shopping Night	Bridport	Dec	Local family event attracting around 6000 visitors	500

### Other Opportunities:

• Competitions • Reader Offers • Community Projects • Event Organisation • Campaigns • Sponsorship

### Contacts:

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