

Inserts are instantly recognisable and effectively generate further business for your company.

Inserts allow a creative format giving you, the client, further choice and an advert which is commonly accepted by our readers as being ideal to retain for further use; meaning that your insert could be kept and constantly referred to whilst building brand awareness and an instant and cost effective way of reaching your ideal target audience.

Mortons provide a comprehensive leaflet insert service which includes concise and easy to read quotes along with labels for delivery to ensure correct identification of your inserts.

Prices can be quoted after receiving the following information:

- Dimensions, height x width
- Insert weight
- Format/number of pages
- Number of inserts to be placed (minimum of three thousand per title)
- Are the inserts to be placed in news trade, subscriptions or both
- Which publication/s (discounts given for group bookings)
- Month/issue that you would like to see the insert appear
- (It is beneficial if we can receive a sample of the inserts)

- Sizes/Spec = Inserts can be almost any shape, size or weight
- All titles are able to accept some form of inserts

67% of those surveyed in WFR have responded to a leaflet insert

60% of those surveyed in Kitchen Garden have responded to a leaflet insert

To speak to our Inserts Representative for further details on how your company could benefit from placing adverts in a Mortons publication, call Tina Watson.

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