



TOP 10 TIPS

How to successfully run a campaign



SEND A SAMPLE

A financial client seeking an insert campaign with huge reach and scale, with one easy buy, through one point of contact.



TRACKABLE RESPONSE

Include a tracking mechanism such as a phone number ideally. Web links can often be too difficult to track.



USE MAX PAGINATION & DIMENSIONS

Most titles can carry up to 10g inserts, so depending on the paper stock (gsm or grammes per square metre), you could get up to 6 pages worth of information. Particularly useful if you have terms and conditions to include.



PACKAGE CORRECTLY

Shrink wrapped, boxed, and no falling over in the lorry. This causes delays in transport, and printers will wait for no-one.



DELIVER ON TIME AND TO SPEC

Changes affect postage costs and transport. Anything out of specification will be refused in the magazine, and you will be liable if the insert is different to what was booked.



OVERS: PRINT RUNS FLUCTUATE

Which means every now and then we'll have some overs. We try to keep a tight reign on this, and always insert them at the next possible opportunity.



BE AWARE OF ALL LOGISTICS

Printing, delivering and moving thousands of inserts is not easy. Make sure you allow enough time to print them and transport them to the correct print site.



GET A QUOTE FROM CANOPY

We work with some of the biggest printers in the country, and so can often beat your own print quotes. No harm in asking is there?



REGIONAL BREAKDOWNS

Most of our titles can be targeted into certain regions of the country allowing part runs or tests before you try a full run.



IS THERE A TIME SENSITIVE OFFER?

We might need to run items a week later if we have overs.



Call the sales team for more info

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