



delivering your **message** everytime



SOLUS DISTRIBUTION

Your item, delivered on its own direct to your target market. No other leaflets, no competition or distractions - just 100% impact, 100% focus.

Solus distribution allows you as the client maximum control on when, where and how your material is delivered to your target market. Each campaign is planned and executed exactly as you require in terms of what areas you need covered and when you need the material delivered.

Solus distribution is an ideal solution should you need to communicate to a specific market, in times of crisis where speed is vital or need bulky items delivered door to door.

"Publicity Mailing has assured quality distribution management of our campaigns throughout the year. The methods they have employed have proved successful on large scale drops, which in turn has resulted in our customers being kept up to date on instore offers"

Joe Murray
Regional Sales Manager, Musgrave SuperValu-Centra





SHARE PLAN DISTRIBUTION

Your item delivered with a maximum of four non-competitive items, matched from predefined delivery schedules.

Share Plan distribution allows you as the client distribute material into predefined areas alongside non competing material. Each campaign is booked into an agreed delivery schedule and the material is delivered within the specified timeframes. Because your material is being delivered alongside other non competing material it is the most cost effective way to reach your target market. Share Plan distribution is an ideal solution should you

need to communicate to a specific catchment area, postal zone or where cost is a factor.

"We have worked with Publicity Mailing for a number of years and during this time have found them to offer a professional, customer focused and most importantly reliable service"

Fergus McDonnell
Operations Director – Dominos Pizza





FRESHEET DISTRIBUTION

If you are a publisher and require a company to distribute your title to homes and businesses around Ireland Publicity Mailing have trained teams of distributors operating throughout the country.

We currently are engaged by Choice Magazine a monthly lifestyle magazine which is delivered throughout Dublin which has a circulation of 70,000 and is distributed within 3 days of publication. We also work extensively with many of Irelands political parties distributing their Newspapers to constituencies throughout Ireland.

Our teams are specially trained in the delivery of Newspapers and Magazines and our fleet of vehicles have been specially modified to handle the additional weight.

"From day one, Publicity Mailing has provided us with an excellent service, which guarantees accurate coverage for our Magazine. We have used other distribution companies in the past and the difference in results is astounding"

Deborah Cogley
Marketing Director - Choice Magazine





OUR TECHNOLOGY

Publicity Mailing are the first direct mail company in Ireland to invest in GPS (Global Positioning System) technology to enhance the door drop medium.

All staff members and vehicles carry a GPS unit so that we can track all campaigns in real time from our Head office.

Because all Publicity Mailing staff carry a unit on their person, we can track campaigns down to the letterbox and therefore can have better control and visibility during the execution of a campaign.

This has also allowed us to be the first company in Ireland to offer the client real time, up to the minute access to the roll out of their campaign.

All Publicity Mailing clients access their own dedicated website via **www.publicitymailing.ie**

Features of the site include:

- Full digital mapping of all delivery areas.
- Complete history of your campaign
- Real time access during campaign execution.



**PUBLICITY
MAILING**

Direct Mail Solutions