

Simple Sample!

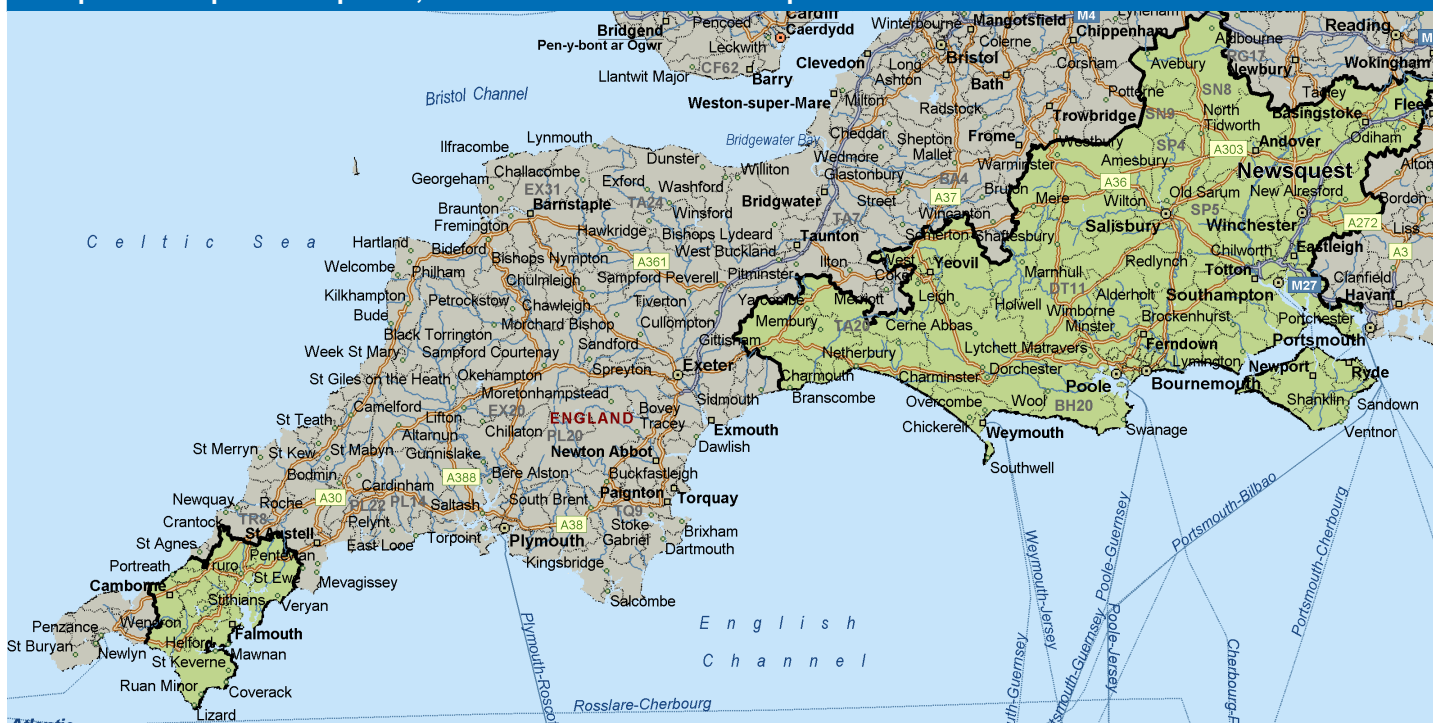
Spread some brand awareness with Newsquest Hampshire, Dorset & Cornwall

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 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 has over 221,173* readers ready and waiting for your brand, product and message. (*Dorset Echo, Daily Echo, Bridport News, Southern Daily Echo, Salisbury Journal, Falmouth Packet and Somerset County Gazette combined readership figures JICREG Nov 16)



Map of Newsquest Hampshire, Dorset & Cornwall 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 we 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.
- Opportunity for a number of promotions 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.

Contact details: 01305 830815/3 or email promotions@newsquest.co.uk

Sampling Opportunities

Weekly:

10 in store promotions across Newsquest 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
Hampshire Country Fair	Romsey	May	Weekend family event	2000
Fayre in the Square	Weymouth	May	Family event	1000
Dorchester Carnival	Dorchester	Jun	Local Family event attracting around 6000 visitors	500
Shake & Stir	Bournemouth	Jun	Family music festival attracting 20000 visitors	1000
Paws in the Park	Romsey	Jun	Weekend family event	2000
Milton Abbas Street Fair	Milton Abbas	July	Local Family event attracting around 10000 visitors	1000
New Forrest Show	New Forrest	July	Local family event attracting around 150000+ visitors	1000
Hat Fair	Winchester	July	Street fair	1000
Eastleigh Music Festival	Southampton	July	Weekend family event	1000
Seafood Festival	Weymouth	July	Family event	2000
Salisbury B.S.O. Prom	Wilton	July	Bournemouth Symphony Orchestra musical prom	1000
Netley Marsh Steam Rally	Southampton	July	High profile steam fair	1500
New Forest Show	Brockenhurst	July	High profile country show	3000
Weymouth Carnival	Weymouth	Aug 2 day	High Profile Show attracting 100000+ visitors	2000
Ellingham Show	Bournemouth	Aug	10000 concert visitors	500
Melplash Show	Bridport	Aug	High Profile Show attracting 20000+ visitors	1000
Poole Festival	Poole	Aug	Local family event attracting around 12000 visitors	600
Bournemouth Air Show	Bournemouth	Aug	High profile local family event	2000 - 3000
Poundbury Food Festival	Dorchester	Aug	Family/adults	500
Cowes Week	Cowes Isle of Wight	Aug	Week long sailing regatta	4500
Broadlands B.S.O. Prom	Romsey	Aug	Bournemouth Symphony Orchestra musical prom	1000
Broadlands County Game Show	Romsey	Aug	Weekend family event	1000
Dorset County Show	Dorchester	Sep 2day	High Profile Show attracting 55000+ visitors	200
Bridport Hat Festival	Bridport	Sep	Family/adults	500
Alresford Show	Alresford	Sep	Local family event	500
Romsey Show	Romsey	Sep	High profile country show	1000
Southampton International Boat Show	Southampton	Sep	Ten day high profile boating event	6500
Eastleigh Lights	Southampton	Nov	Christmas Lights switch on event	500
Broadlands Christmas Fair	Romsey	Nov	Weekend Christmas craft event	1000
Christmas Cracker	Dorchester	Dec	Local family event attracting around 6000 visitors	1000
Christmas Shopping 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
WestQuay Shopping Centre	Southampton	Dec	Two week Christmas Promotion	7000

Other Opportunities:

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