

eye catching leaflets



10 top tips for producing great leaflets

1. Visual impact

Pictures say more than words : select good quality images that interest, excite, intrigue and showcase the unique features of your attraction

2. Front cover

The pickupability factor : whether it's colour, imagery or typeface, the cover design, especially top third, needs to stand out from the crowd

3. Less is more

Use clear, concise text for a quick read so that visitors understand what you are about : whet their appetite rather than tell the whole story before they arrive

4. Well produced

The quality of your print reflects the quality of your business : a poorly produced leaflet might deter people from visiting

5. Size matters

Consider how readers use leaflets : a 12 page, multi-fold leaflet might not be practical

6. Essential info

Remember to include the basics : how to get there, sat nav reference, prices, opening times, web address, address, contact details and include a 'call to action' telling readers why yours is a must-visit attraction

7. Promote your website

Direct traffic to your website for more in-depth information that could benefit visitors before they arrive : such as current offers or events listing

8. Honesty pays

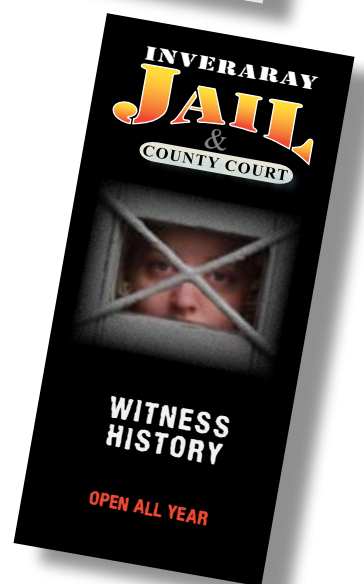
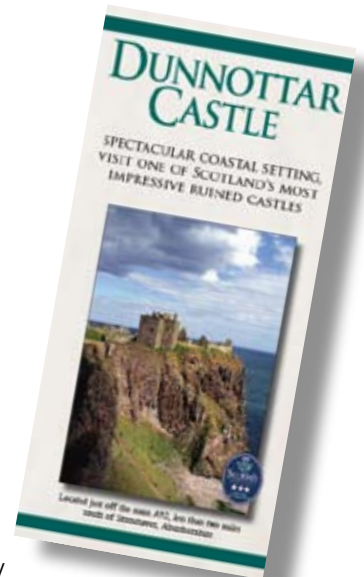
Best foot forward but don't give a false impression : your leaflet has to be honest, and accurately portray what's on offer

9. Proof read & proof read again

Ask a couple of people to check over the leaflet thoroughly before it goes to print : mistakes are costly and wasteful

10. and finally – speak to the experts

Tartan Ink and Landmark Press, a great combination, have been designing, printing and distributing leaflets for many years and are in the business of promoting Scotland to visitors : use our expertise to help you promote your business



Leaflets work!



In a recent survey:*

- 85% said they became aware of a new attraction or destination by looking at leaflets
- 40% altered their travel plans to include a visit
- 50% of respondents said that they would be very likely to visit within 6 months

*source The Association of Brochure Distributors www.iapdb.com

Make your leaflets work for you – by designing for maximum impact

Design for racking

- Top third of the leaflet is critical so make sure that it stands out and grabs attention
- Use a typeface that is easy to read and use bullet points rather than rambling paragraphs
- Select the correct paper - too thin and it could flop, too thick and you won't get enough leaflets into the rack
- Tie in the colours with logo styles, signage, website etc and develop a common theme so visitors recognise you easily



Design for 'Welcome' folders

- Leaflets must be A4 finished size (either single sheet or A3 folded to A4)
- For maximum impact ensure the content is simpler than your racking leaflet and the format is portrait
- Leave a clear margin of 15mm at the left hand side to allow for wire binding (if your leaflet is A3 size don't put important text in the middle as wire binding will go through the centre spread)
- Print both sides of the leaflet – it doesn't have to cost you more
- Ideal paper weight ranges from 115gsm to 170gsm and, if leaflet is A3 folded to A4, paper at the lighter end of the scale is best
- Don't have a shortfall, as we need the exact number of leaflets for folders so make this clear to your printer

Value for money – maximum impact at minimum cost

- If your design is new, test the market by printing a small quantity on a digital press and get feedback before you do a larger print run
- Consider the environment by using paper from sustainable, managed sources
- Work with other businesses in your area by doing a combined marketing leaflet to share costs and reach visitors from further afield
- Print your leaflet along with others by using the same paper and quantity
- Order the correct number of leaflets as a reprint mid-season can be costly
- Ensure that leaflets are packed and labelled clearly
- Consider design as an investment and work with people who understand your business



**Contact us to discuss how we can help you
produce eye catching leaflets.**

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