

Stand out from the crowd...



...make your leaflet work for you

Your leaflet in a Landmark Press folder or display rack is always on duty delivering your advertising message to prospective customers.

Landmark Press is Scotland's leading supplier of information for visitors. Every year we handle around 20 million leaflets! Here are our top tips for creating and using leaflets to increase visitor numbers.

Use Photographs

Showcase the most popular parts of your attraction and include images of visitors having fun. Pictures of children and animals are always popular - use them if appropriate.

An Easy Read

Use a good sized, legible, typeface and keep words and sentences short. Check for typos. Use a few, well-chosen words to sell your attraction. Describe the experience but don't tell your whole story - capture the imagination and leave readers raring to visit.

Important Information

Include: a map, QR code and postcode; opening hours and entry prices; list of awards; phone number; reference to website/app, and/or a link to your entry on www.WelcometoScotland.com. (To create QR codes go to www.QRage.com and follow the simple instructions.)



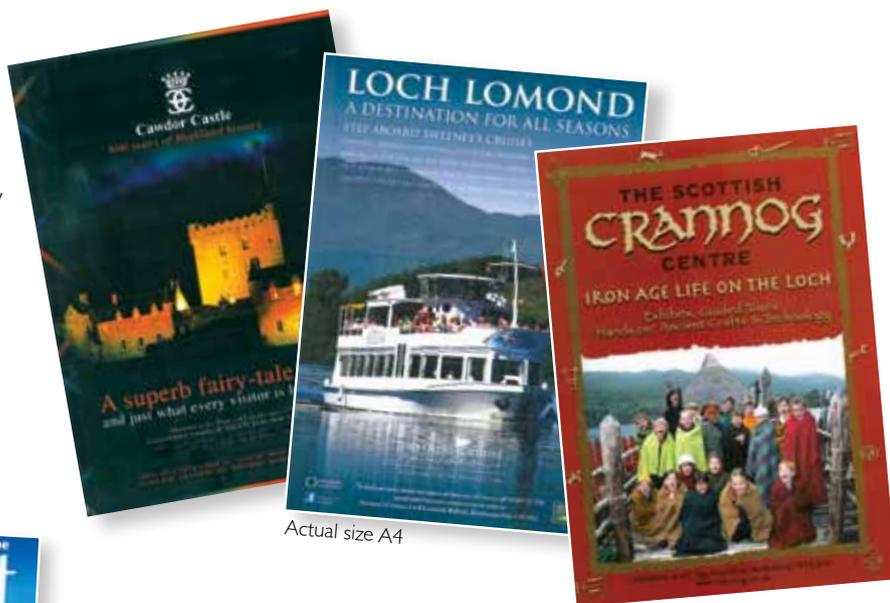
Grab Attention

Remember that your leaflet has to compete - sometimes with as many as 100 other attractions. Design your leaflet to complement your other corporate information - such as attraction signage, information boards, and website - so it is all recognisable for the visitor.

In a Bedroom or Schools Folder

You have 2 (or 4) A4 pages to create impact. Use more and larger images and fewer words than in a display leaflet. Present your information in portrait (upright) format. Leave a clear left hand margin to allow for wire binding.

Landmark Press Bedroom Folders are the most widely used visitor information packs in Scotland.



In a Leaflet Display Rack

The top 6cms (2.5 inches) are the most important. No matter how good your leaflet is inside - if it isn't picked up, it won't be read!

Contact Landmark Press in good time to plan your distribution campaign and secure display where you want it.

Leaflets are the number one source of information for visitors during their trip.

Be Green

Paper from sustainably managed forests is best for the environment. Check eligibility with prospective printers about including an environmental logo or statement on your leaflet. Encourage readers to recycle your leaflets, for example:  "When you have finished with this leaflet please pass it on to someone else or recycle it."

Fit for Purpose

Print your leaflet on paper of an appropriate weight. Contact Landmark Press for advice on what works best.

Work with Others

Share costs while creating a bigger impact for your area or sector by working with like-minded attractions for local or national promotion.

Measure Success

Measure the success of your leaflet in delivering visitors. For example, include a promotional code, a coupon, or promote a prize draw.

Landmark Press can provide practical design advice, access to preferential print prices, and cost effective advertising and leaflet display.

Contact us to discuss how to produce and use leaflets to increase your visitor numbers.

Scotland's leading supplier of information for visitors

For information about Landmark Press services and to read customer endorsements see www.landmark-press.com

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