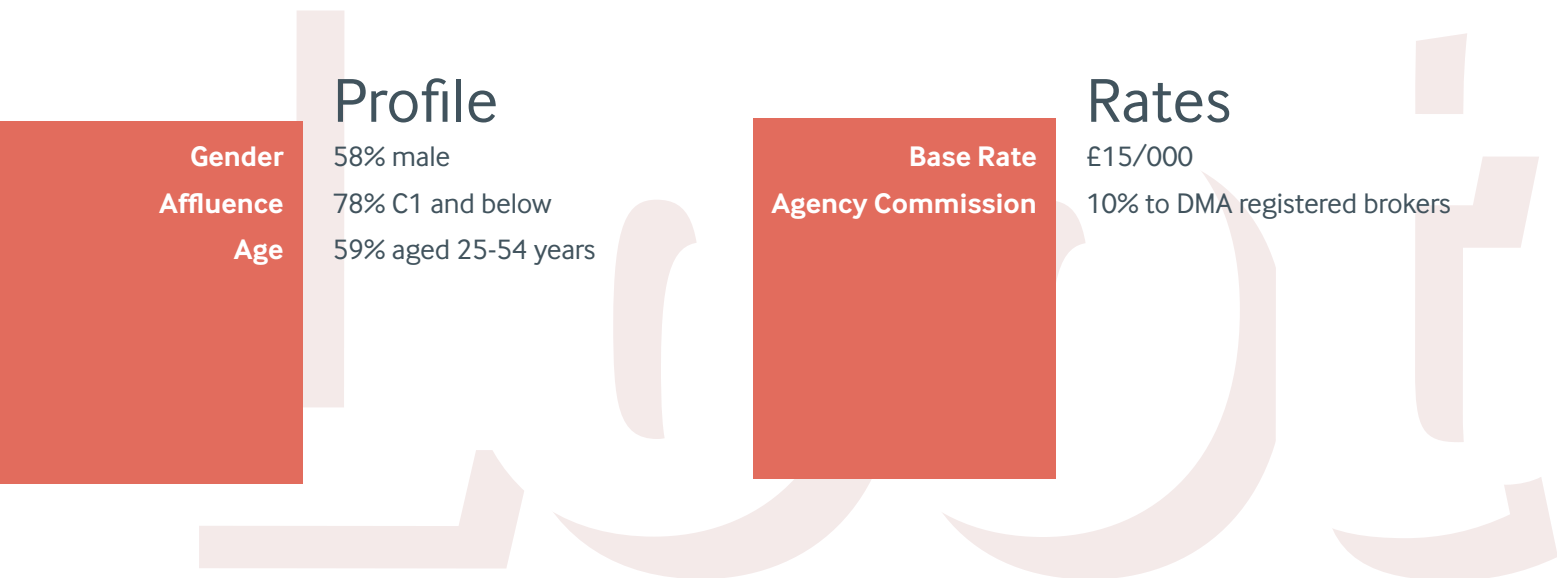




Arguably the best known of all classified advertisement papers, Loot boasts a readership of urbanite consumers looking for a bargain. This makes it a particularly good choice for advertisers looking to promote special offers targeted at the slightly less affluent. Inserts can be carried in Loot papers sold in and around London.



www.loot.com

Annual volume: 2.2million approx

Intelligent Inserts:

Loot is a paid for title, demonstrating that readers have a strong intent to buy. The large motoring section within the paper, as well as the demographic of the readers, means that this opportunity is particularly responsive for motor insurance offers, loans, credit cards and mobile phones. Furthermore, as Loot is purchased when a customer has a specific need for something, readership changes continually and advertisers can continue to book and see good response.

Fulfilment and Delivery:

Loot can be booked weekly, in volumes of around 40-50,000 per week. Delivery is required a minimum of 3 days prior to the start date, although despatch dates can be flexible if required. Inserts must be machineable, but some larger or heavier inserts can be accepted – please contact us for more information.

Loot Inserts are brought to you by TRG Strata::

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.

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