

YOUR LOCAL LITTLE BLACK BOOK

Media Pack

Shine a spotlight on your business

CREATED BY LISA & ALISON IN 2019, THROUGH OUR SHARED PASSION FOR PROMOTING AND SUPPORTING LOCAL BUSINESSES.

YLLBB is a premium advertising directory distributed half yearly to more than 31,000 households in Reigate, Dorking & neighbouring towns. The printed booklet is also available digitally, complimented with an active and engaging social media presence.

Our goal was to reinvent the humble doorstep advertising directory, by creating an effective, effortless and equal marketing platform for all local businesses to promote not only their own business but to be part of a collective initiative, benefiting everyone.



DELIVERED VIA ROYAL MAIL

31,000+ HOMES

CONNECTING LOCAL BUSINESSES
WITH LOCAL HOUSEHOLDS.

ADVERTISE WITH YLLBB

WHAT WE OFFER YOU

- We are passionate about promoting local businesses & consider YLLBB more than just an ad in a book!
- Delivered to 31,000+ local homes via Royal Mail
- Proactive social media presence that continuously engages, complimenting the YLLBB editions
- Social media packages supporting your own activity
- A community collective initiative, collaborating together to benefit everyone
- A powerful & impactful print & digital resource, for present & future reference
- Affordable marketing platform to suit all business sizes & budgets
- Maximise your reach even further in this new Reigate & Dorking edition, accessing a wider audience

THE BOOK ITSELF...

- A5 quality bound premium directory, finished in matt black, all editions can be viewed digitally on our website
- Simple design and layout is categorised with something for everyone, ensuring an appropriate amount of businesses for each category allowing each equal opportunity to maximise ROI
- Delivered to 31,000+ local households via Royal Mail
- Additional copies will take pride of place in our stockist locations, where copies are regularly replenished (let us know if you would like to become a YLLBB stockist)

YLLBB EDITIONS Each digitally available to browse and download from our website, so you are never without your copy!



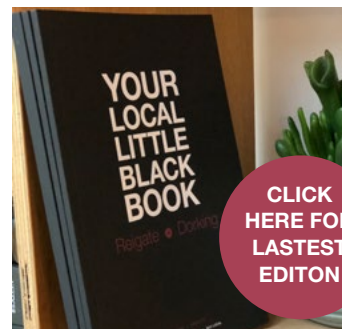
AUTUMN 2019 | Edition 01



WINTER 2020 | Edition 02



SUMMER 2020 | Edition 03



WINTER 2020 | Edition 04

CLICK
HERE FOR
LASTEST
EDITION

☎ 01737 271199

✉ hello@yllbb.co.uk

YLLBB Online Directory:  www.yllbb.co.uk

YLLBB Social Media:   

HOME & GARDEN

HEALTH & FITNESS

FOOD & DRINK

STYLE & BEAUTY

FAMILY LIFE

BUSINESS SERVICES

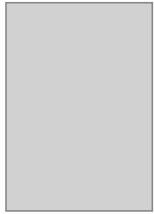
LOVE LOCAL

LOCAL DIRECTORY

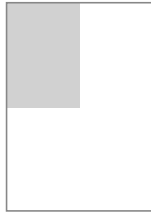
PRINT & DIGITAL

ADVERTISING OPTIONS

PRINT Each print feature will receive one complimentary Social Media post on all our platforms & unlimited story sharing (if tagged), throughout the duration of the edition.



FRONT INSIDE COVER
£795



QUARTER PAGE
£175



HALF PAGE
£325



FULL PAGE
£535



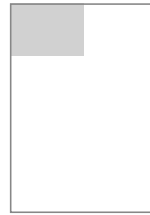
DOUBLE PAGE SPREAD
£975



BACK INSIDE COVER
£625



LOCAL DIRECTORY LISTING
£50/£75 Logo



PROMOTIONAL TOKENS
£125

2021 COMPLETE PACKAGE

SPRING/ SUMMER & AUTUMN/ WINTER

PRINT
HALF OR FULL PAGE FEATURE

DIGITAL
BUSINESS HUB - 12 MTHS LISTING
(JAN - DEC 2021)

FREE SOCIAL MEDIA GOLD

If you need professional images, visit www.rachelthornhill.co.uk use code YLLBBRT for an exclusive rate.



For bespoke advert design, contact Gladstone Design our trusted creative agency & designers of YLLBB! www.gladstone-design.co.uk 07762 428384

gladstonedesign
branding. digital. print

★★★★★
GOOGLE REVIEWS



DIGITAL

We offer Social Media and Online activity to inspire, connect and engage with our local audience regularly.

Choose either our Bronze, Silver or Gold package to increase customer engagement and keep connected between print editions.

Print clients will be eligible to receive preferential rates, however your business must have featured in our current edition or upcoming edition (payment must be received). Introductory rates valid until 31st December 2020. All post content to be provided.

BRONZE 2 POSTS

SILVER 4 POSTS

GOLD 6 POSTS

PRINT CLIENTS

£30

£50

£60

NON PRINT CLIENTS

£40

£70

£90



BUSINESS HUB

LIST YOUR BUSINESS AND BE VISIBLE 24/7

A slick, visual and interactive directory available for everyone to find exactly what they need, when they need it!

You receive one complimentary Business Spotlight on all our Social Media platforms.

12 Months Subscription

£120

Monthly

£12.50

YLLBB GIFT IDEAS FOR ANY OCCASION

Showcase your businesses "Perfect Gift Ideas" on our digital platforms. Together we can get people shopping locally for all their gift purchases throughout 2021.

£40 SUPPLY UP TO 4 GIFT PACKAGES AND REQUIRED INFO

LOCAL GIVING
50% DONATED TO CHARITY

Please Note: Full payment to be made as per payment terms, T&C's can be viewed with your invoice.

01737 271199

hello@yllbb.co.uk

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YLLBB Social Media:

HOME & GARDEN

HEALTH & FITNESS

FOOD & DRINK

STYLE & BEAUTY

FAMILY LIFE

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YLLBB ACTIVITY

A PEEK OF WHAT WE HAVE BEEN UP TO...

Our first stall at the
**Reigate Business Guild
Christmas Fayre**, raising
£950 for local charities.



**BBC Sussex & BBC
Surrey - Live Radio
Interview** with Nicky Patrick,
talking about all things YLLBB.

Proud to sponsor
RH Networking Event,
great to meet other small
businesses and connect.



Professional, fun and relaxed
**photoshoot with Rachel
Thornhill Photography**,
capturing us walking through
Reigate town.

LOCAL GIVING A COMPLIMENTARY LISTING FROM US

Not for profit organisations run by volunteers' sit at the heart of our communities. They provide an incredibly important function and we feel passionate about promoting their services. A dedicated space will be reserved to promote these unsung pillars at the heart of our town. There will be no cost to feature in either of our print or digital platforms, we know and understand the increasing struggle these organisations face and hope we can help drive new members through raising awareness within the communities they support.

WHAT OUR CLIENTS SAY...

We have had a number of enquiries, it has been great for us as a business given that not many local people know we are based in Reigate! Advertising with YLLBB has worked well for us!

Jon Stewart | Page Tax Consulting

We have featured in every edition! YLLBB is a fantastic resource for the local Reigate/Dorking community. We saw immediate results which gave us the confidence to continue advertising. Keep up the fab work!

Susan Naing | AYE Gardening

CONTACT US

**GET IN TOUCH AND RAISE YOUR BUSINESS PROFILE LOCALLY WITH YLLBB,
A PREMIUM KEEPSAKE DIRECTORY COMPLIMENTED BY DIGITAL.**

YLLBB is delivered to 31,000+ households via Royal Mail, also offering social media packages to support your local marketing needs throughout the year. Open to all businesses and budgets, YLLBB provides a cost effective way for you and your fellow businesses to advertise together, collectively benefiting everyone.

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WE LOOK FORWARD TO HEARING FROM YOU AND FEATURING YOUR BUSINESS IN OUR NEXT EDITION!



SCAN TO SIGN UP!
Be in the know about
all things local!

SUPPORT LOCAL
SHOP LOCAL
BUY LOCAL

**FOLLOW
US**




Click Icons!

Lisa Ali



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We deliver door to door to 31,000+ homes. Shine a spotlight on your business with YLLBB.



DESIGNED BY GLADSTONE DESIGN



PRINTED BY 4-PRINT

knibbs

DIGITAL BY KNIBBS DESIGN