



**“Street Life”... The North East’s leading Cultural Fresher’s Pack.**

*Back by popular demand following the huge success of the 2006 and 2007 packs.*

### **Targeted Student Advertising.**

September and October are major months to alert the busy student population of what’s going on, what to buy and where to go.

- “Street Life” is the perfect advertising tool – specially developed to reach the North East student population.
- An integral part of this awareness exercise is to promote your business to fresher’s, students and shoppers.

**North East Students\*;**

- A major distinct market segment, possessing huge purchasing power.
- A segment that needs to be targeted and reached.

City	Student Population
Newcastle	44,000+
Sunderland	15,000+
Durham	17,000+
Middlesbrough	34,000+

\*Each city will have its own carefully targeted version of the “Street Life” packs for distribution.

**Why advertise in the “Street Life” packs?**

- Clear and simple, targeted advertising.
- Cost effective; minimum cost, maximum exposure
- We will do all the hard work for you... \*
- Stops fresher’s, students or shoppers being bombarded by numerous flyer staff
- By minimising the amount of staff we are maximising the advertising potential

\*We guarantee friendly, proactive, professional staff, ensuring all packs are distributed to the carefully selected targets.



**STAND OUT from the CROWD, be NOTICED by the INDIVIDUAL.**

- No limit to the creative potential
- Functional promotional gifts (key rings, badges, condoms, sweets, posters, CDs, lighters, box of matches, discount vouchers, special offers, samples etc...) can guarantee repeat recognition of your business or brand through usage, e.g. using the lighter or playing the CD.

**How will the “Street Life” packs be distributed?**

**The flyer packs will be distributed directly to students during fresher weeks;**

- |                            |  |
|----------------------------|--|
| • Newcastle University     | From Monday 22 <sup>nd</sup> of September. |
| • Northumbria University   | From Monday 22 <sup>nd</sup> of September. |
| • Sunderland University    | From Monday 22 <sup>nd</sup> of September. |
| • Durham University        | From Monday 6 <sup>th</sup> of October.    |
| • Middlesbrough University | From Monday 22 <sup>nd</sup> of September. |

**From October the flyer packs will be distributed into student halls and main student areas. All other packs will be distributed by our PR staff.**

**What are the “Street Life” pack options?**

**Option 1 – Flyers / Leaflets / Promotional Gift Inserts:**

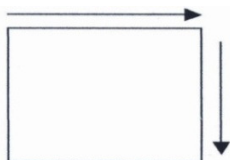
**This is the most popular option –the minimum order quantity is 5,000 (covering one university). It is possible to distribute to a selection of universities if you require.**

**Prices start from £150 for 5,000 flyers. \*if you require smaller quantities please call to discuss prices.**



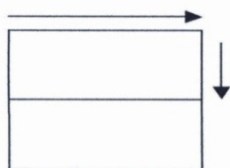
## Option 2 – Ad cards:

Each “Street Life” Pack contains an inserted advertising card which can be split the following ways:



Total size of space = 20cm by 20cm

Cost = £400 for 5,000 (including printing and distribution).



Total size of space = 20cm by 10cm

Cost = £180 for 5,000 (including printing and distribution).

## Design and Print

Our “in house” team can help with all your design and print requirements;

- Quick turnaround of a design brief
- High quality designs and printing
- Eye catching material to appeal directly to your target audience
- Extremely competitive / affordable printing rates

Using our design and print service will ensure that your product looks exactly as you need it to, in order to maximise its impact.



### Other Advertising Material

As mentioned above we can insert other advertising material such as special offer vouchers and free gifts. We have no fixed prices for these however we are happy to work out a price depending on your specific requirements.

For more information on the “Street Life” Cultural packs please contact Terry or Fiona on 0191 261 7474 or alternatively email; [info@streetlife.uk.com](mailto:info@streetlife.uk.com).

***Don't miss out on this great advertising opportunity!***



**Market Research**

In 2007 an independent market research company asked 1000 people across the North East to provide feedback on “Cultural Flyer Packs”. The results were as follows;

**Survey Sample**

SEX		AGE	
Male	58%	Under 21	27.2%
Female	42%	21-24	40.4%
		25-34	22.2%
		35-44	10.2%

**Cultural Flyer Packs**

- The packs have an average readership age of 21
- Average of 4 readers per pack
- Average reader looks through the pack twice
- Average reader will save at least 2 inserts
- 34% of readers will save the pack
- 22% will stick a poster on the wall

**Readership**

- 40% of the packs readers are regular clubbers / live music fans
- 52% are regular bar-goers
- 82% in full time work / education
- 17% tourists
- 1% on benefits



## Monthly Spend

- 97% spend on clothing and fashion every month
- 94% spend on music every month
- 92% spend on DVDs or videos every month
- 59% spend on computer games every month
- 93% spend on health and beauty products
- 85% spend on alcohol every month



## Street Life Cultural Pack Order Form

COMPANY NAME:	
ADDRESS:	
POSTCODE:	
CONTACT NUMBER:	
EMAIL:	
ORDER NUMBER:	
DATE:	

DESCRIPTION	MONTH	QUANTITY	COST PER THOUSAND	TOTAL
FLYER INSERTS				
<b>TOTAL EXCLUDING VAT</b>				
VAT (17.5%)				
<b>TOTAL</b>				

NAME: \_\_\_\_\_ POSITION: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_