INTRODUCING SCAN
The effective way to market your business in the Stilton area

We've been keeping Stilton residents up to date with news and advertisements every month for nearly 34 years. That's quite a track record and is one reason why SCAN is such a great way to reach out to your customers - people rely on SCAN. And with our circulation also covering Folksworth and the surrounding communities we reach around 3500 people every month.
Why advertise in SCAN?

Leaflet Drops?
- Most go straight in the bin
- Nobody reads them
- Even if people keep them, they quickly get lost in a pile of other junk mail
- You have to pay for design, production AND for someone to distribute them
- Can you be sure they all get distributed?
- Are they value for money?

SCAN
- SCAN sits next to the telephone for a month until the next issue arrives, so your message is always at people's fingertips.
- SCAN gets read from cover to cover. (We soon get to hear about any typos!)
- SCAN gives readers useful information about local issues and activities, so they don't lose it.
- SCAN provides a reliable all-in-one service. We can even design your ad for free!
- SCAN goes through every letterbox in our area, every month without fail. And if someone doesn't get theirs we soon hear about it!
- SCAN is a very cost-effective medium; you buy the advert - we get it out there.

A business website?
- Only works when people find it
- Not every business needs a website
- Can be a burden to create and maintain
- For small start-ups, can be a commitment

SCAN
- SCAN puts you in front of people who will read the publication. And it can drive traffic to your website.
- SCAN is perfect for small businesses, sole traders etc who focus on a local market.
- SCAN can design your ad for free and update it every month if you need to.
- SCAN advertising lets you test your market for little cost.

Social media?
- Great for viral communications about special offers etc
- Once you start you daren't stop
- Not so good for 'look-up' advertising

SCAN
- Not everybody trusts social media, it's not always appropriate for every type of business and it can become a treadmill.
- SCAN is easy to use and it’s trusted.
- With SCAN you can dip a toe in the water without making a long-term commitment
- A SCAN advert is great for just helping people find your contact details for a service they use either regularly or at short notice. Especially now that Yellow Pages is disappearing.
Who advertises in SCAN?

You’ll be seen alongside a wide variety of reputable local businesses.

We carry full-page ads from local garages, pubs and pharmacies; half-page ones from hair salons, plumbers and accountants, right down to simple 1/6th page ads for domestic services, dog walkers etc.

How do I advertise in SCAN?

It’s easy! You just get in touch with our Advertising Manager, Chris Kime, either by:

Telephoning her on (01733) 243336

Using the form on the Stilton village website. There’s lots of information there as well to help you get the best result.

www.stilton.org/village-life/scan/advertising-in-scan/
Is it expensive?

Absolutely not! In fact, our rates compare **very** favourably with similar community publications because we aim to encourage local business. We also value our advertisers’ loyalty, so if you buy 12 insertions you only pay for 11! And remember: **SCAN** comes out **every month**, not quarterly like some.

You can find our current rates on the Stilton village website:


What people say

My first memory of **SCAN** is seeing a copy on a kitchen worktop in the house we moved into; I found it a reassuring indication that my family and I were going to live in a village with a sense of community.

Some years later I joined the **SCAN** delivery team and although I am no longer involved, I always read it, I’ve used local businesses who advertise in it and am grateful for the opportunity to report back to residents on my work as a District Councillor.

Congratulations on the publication of the 400th edition and best wishes for the next 400!

*Councillor Tim Alban*

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The ad in **SCAN** has worked brilliantly for me but I am now having to turn people away.

Everyone seems to have become a regular customer.

*Pat Anslow*

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Why don’t **you** become part of the **SCAN** success story too?

**Call Chris today on (01733) 243336**