

COPY

Client: MK Flyers
Job: Aylesbury business flyer into letter
Date: 14th January 2010

Dear

Give your business the chance to fly with *yourbusinessflyer*

Further to our recent telephone conversation, I am sending you details on the new, Aylesbury edition of *yourbusinessflyer*. Join us as an annual advertiser and receive **two months' complementary advertising!**

All the information to hand means quicker business decisions

Business-to-business advertising is always tricky. Where do you promote your business that will guarantee you get noticed by the right target audience? It's a well-known fact that business decision makers are time-poor. When choosing a product or service, they need the information to be instantly accessible and up-to-date.

Introducing *yourbusinessflyer*

Yourbusinessflyer was first established in Milton Keynes by MK Flyers, and is distributed monthly to business addresses throughout the area. It is possibly the leading, free, business-to-business magazine in the area and is now coming to Aylesbury. Specifically designed to put local businesses in touch with each other, *yourbusinessflyer* is a high-quality, printed directory that can provide you with targeted, cost-effective advertising.

Targeted distribution ensures your message is seen by the people who matter

Yourbusinessflyer will be distributed to 4,000 business addresses within Aylesbury, ensuring your message reaches the most relevant audience. Feedback from our many, long-term, business customers suggests that advertising in *yourbusinessflyer* always

generates a great response, and, at **only £150 for a full page advertisement**, provides real return on investment.

Special offer to give you even more effective advertising spend

To celebrate the launch of our new Aylesbury edition, we are offering you the chance to sign up for **twelve months' advertising and only pay for ten!** The offer is exclusively available to Aylesbury-based businesses and includes **complementary, editorial content at least twice per year**. This will provide you with even greater stand-out within the magazine.

If you'd like to take advantage of this offer, please call 01908 276678 or, for more information, visit our website at www.yourbusinessflyer.co.uk

I look forward to hearing from you.

Yours sincerely,

Claire Robinson

P.S. Don't forget, you also have the opportunity to advertise in the Milton Keynes edition of *yourbusinessflyer*, thereby giving your business the chance to fly even further!