

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.

Profile

Gender	58% male
Affluence	78% C1 and below
Age	59% aged 25-54 years

Base Rate

Rates

£15/000 (up to 10g - Please enquire for heavier inserts)

Minimum Order

One week full run

www.loot.com

Annual volume: 2 million approx

tel: 020 7940 9797

email: media@scientiadata.com

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 40,000 per week. Inserts are distributed from every Monday with delivery required the previous Friday at the latest. Inserts must be machineable, if folded the fold must be along the leading edge. The minimum size is 135x90mm and the maximum 450x310mm. The maximum thickness permitted is 128mm. Loot can accommodate heavy inserts, please enquire for full details.

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Loot Inserts are available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.