

Direct2home

The Island's leading door drop service

Cost-effective

Targeted

Proven results

92%

of all door drops delivered to a home are read*

Call **01534 616590**
Email **business@jerseypost.com**
Visit **www.jerseypost.com/direct2home**

**Jersey
Post** 

*2016 MarketReach report

Finding it difficult to measure the reach of your radio, print and digital campaigns? With unrivaled access to every household in Jersey, we can guarantee your message is delivered to everyone, with a Direct2home.

As experts in direct mail, we can provide support for creating, printing and delivering compelling mail pieces that target new and existing customers. We provide competitive pricing for island-wide solutions as well as bespoke, targeted campaigns.

Benefits

- **Cost-effective:** reach customers in their own homes for as little as six pence per home!
- **Targeted:** test the water by selecting a specific area of the island to target first or take the all-island approach to ensure maximum coverage.
- **Proven results:** door drop media can raise awareness of your products or services and drive customers online and in-store, growing your customer base and increasing sales.

Extended Reach

Looking to deliver your message to more than just Jersey? With our strategic partnerships, we can now deliver your message to any part of the UK as well as Guernsey and the Isle of Man.

Campaign Development

Whether you're looking for a complete mail campaign or support with address data for your own in-house mailing, we would be happy to discuss campaign options, response services and pricing options with you.

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Value added services

Add value to your door drop and improve customer engagement with our Business response services.

Business Freepost:

Pre-print reply cards or envelopes with your address & pre-paid postage, removing the need for customers to address and stamp envelopes themselves.*

Business Reply:

You are allocated a Business Reply number to use when addressing a response to your business. This is ideal for increasing customer engagement during promotional campaigns or regular customer mailings.*



Both Business Freepost and Business Reply are ideal for marketing purposes. Customers are incentivised to get in touch with you as their response is free of charge. Furthermore, once you have the service in place, you will only pay for the customer responses you receive.

*Business Freepost and Reply licenses available on an annual basis.



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Parish delivery points

Campaigns can be tailored to your budget and objectives.



The map above provides an overview of the island's current delivery points by parish. Pricing is calculated per item, but is also dependent on weight, the number of delivery days as well as the number of delivery points you wish to reach.

1 St Ouen Home: 1,633 Business: 61	4 Trinity Home: 1,240 Business: 89	7 St Peter Home: 2,088 Business: 187	10 St Saviour Home: 5,381 Business: 250
2 St Mary Home: 689 Business: 56	5 St Martin Home: 1,576 Business: 96	8 St Lawrence Home: 2,275 Business: 90	11 Grouville Home: 2,129 Business: 67
3 St John Home: 1,178 Business: 74	6 St Brelade Home: 4,456 Business: 220	9 St Helier Home: 13,624 Business: 1,740	12 St Clement Home: 3,731 Business: 70

Total Residential Delivery Points:

40,000

Total Business Delivery Points:

3,000

Testimonials

See what our existing customers thought of our service:

"Thompson Estates have been working with Jersey Post for over 7 years, driving cost-effective leads and sales throughout the island. By providing strategic planning and targeting direct to household level, the Direct2home service has grown our business and expanded our customer base."

Vicky Gurd
Director

"Using Jersey Post's Direct2home service allowed us to send our quarterly newsletter to all local homes. The service was easy to use and within a week all households received our information, helping to raise vital awareness and hopefully prevent more islanders from falling victim to these types of crime."

Chief Inspector Chris Beechey
Chairman, Jersey Fraud Prevention Forum

"The Consumer Council count on Jersey Post to deliver our much-coveted quarterly newsletter. The service is exceptionally easy to use; pre-planning and organisation ensures a reliable, timely delivery."

Anne King
Jersey Consumer Council

Rate card

Service	Delivery Time (working days)	Weight Steps					Format	Distribution	
		10g	25g	50g	75g	100g			100g+
Economy	10 (subject to availability)	Price on request		N/A	N/A	N/A	N/A	Single sheet (double sided) A5, A4, A4 folded	All Island, Parish
Standard	5 (scheduled)	£0.12	£0.13	£0.14	£0.15	N/A	Any under 100g	All Island, Parish, Custom**	
Premium	2, 3 or 5 (scheduled)	Price on request					Any*	All Island, Parish, Custom**	

*Heavy or large items are subject to operational approval.

**refers to delivery to a specific area or areas within Jersey, restricted by whole round(s) as determined by Jersey Post.

Ways we can deliver

All Island

Maximise your coverage with a blanket approach, ensuring your message is delivered to every*** residential and/or business address island-wide.

By Parish

Many businesses depend on their local parish clientele. If this is you, then this option may suit your needs. Send to one or a number of specific parishes.

To a specific area

In need of a more targeted campaign? Our posties can deliver your message to one or more of over 100 rounds subject to your needs.

***Please note, residents have the right to opt out of receiving door drop media.



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Jersey Post 