



Key features and benefits:

- Quarterly added value promotions for you to promote to your customers
- Revamped design for 2018 to focus on the seasonal theme
- 16 brand-new professionally designed cover options across four quarters
- A5 publication printed on lightweight paper making it cheap to send to your customers
- Available as a VOWdigimailer to enable you to drive sales online
- A vast range of seasonal marketing materials available for you to utilise on myMarketing


Quantity	Black Overprint	
	GBP Price	Euro Price
300	£0.62	€0.98
500	£0.58	€0.94
1000	£0.54	€0.82
2000+	£0.50	€0.77



A5
Size



52
Page Count



Sale
Pricing Options

Seasonal Savers is available as a VOWdigimailer - contact your VOW Account Manager for more information

Publication - January 2018, Deadline - 6th October 2017
 Publication - April 2018, Deadline - 2nd February 2018
 Publication - July 2018, Deadline - 4th May 2018
 Publication - October 2018, Deadline - 3rd August 2018

Border design at the top of the page matches the relevant seasonal theme

Full colour artwork slots ensure your customers are drawn to the added value promotions

Slot design consistent with the 2018 Main Catalogue

Page title clearly visible in the page border



Price flash stands out to ensure your customers are aware of your great offers

Border design at the bottom of the page matches the section colour

Section header easy to identify at the bottom of the page

i To ensure you take advantage of the great offers in this mailer, hold quarterly blitz days to drive further sales.

i This mailer can be used as part of a prospecting campaign to gain new customers, or as part of a campaign to reward loyalty among your existing customer base.

For 2018 we are moving away from the traditional quarterly colours. Instead of a simple colour the design of each quarterly version will focus on the seasonal theme. As well as being showcased on the page border design it is also clearly evident in the range of cover options available. There are four professionally designed cover options for you to choose from and each has been created with four different seasonal themes.



myMarketing

Just some of the seasonal campaigns available for you to utilise in 2018 will include:



Order Seasonal Savers online via the VOW Publications Manager