

Brochure Distribution Research

The International Association of Professional Brochure Distributors (IAPBD) and Dr. Patrick Tierney, a renowned researcher at San Francisco State University, conducted an international cooperative survey of travelers in 14 cities representing three countries – the United States, Canada and Ireland.

A total of 1,259 surveys were completed during the summer of 2003, the results of which are available for download at www.iapbd.org.

Here are some of the highlights –

77% of respondents were leisure/vacation travelers.

75% of respondents were on multi-day trips.

98% of respondents who were on multi-day trips picked up brochures from brochure racks either before or during their trip.

Respondents indicated brochures obtained from brochure racks were the most frequently used source of visitor information while traveling.

➤ **Brochures from a brochure rack 52%**

- Friend or relative 42%
- Websites 31%
- TV 15%
- Billboards 11%
- Newspapers 10%
- Radio 5%

21% of respondents visited a new area or attraction as a result of information obtained from brochure display racks.

12% of respondents changed their travel plans as a result of information obtained from brochure display racks.

In summary, results from this traveler survey conclusively demonstrated that brochures out competed all other media as a source of visitor information while traveling!

There is strong evidence that brochures continue to have their basic appeals of simplicity, colorful and helpful presentation, and placement relevancy.

To download a complete report, go to: www.iapbd.org

Membership Info

For more information on membership, visit our website at:

www.iapbd.org

ASSOCIATION OF PROFESSIONAL BROCHURE DISTRIBUTORS

Offering the Tourism Industry Professional Distribution



Integrity | Quality | Results

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Key Benefits of Professional Brochure Distribution and Display



APBD Code of Ethics

Working in partnership with you, the goal of Association of Professional Brochure Distributors member companies is to provide reliable and professional distribution of your printed material.

➤ **Quality service at a reasonable price!**

Member companies are known internationally for maintaining quality display racks, providing excellent service, and offering competitive rates.

➤ **Advertising with virtually no waste!**

The market targets itself. To the individuals who select your brochure, it isn't "junk mail," a TV or radio commercial to be zapped, or a newspaper or magazine ad that is thrown away. Brochures remain the most cost-effective means of promotion the tourism industry has, second only to word of mouth.

➤ **Sales tools that work!**

Brochures are low tech, interactive, portable sales tools that work! When it's in print and it's in hand, you've got the competitive edge.

➤ **Always on duty!**

Whether it's the weekend, late at night, or during the day when front desks or the concierge staff are busy, your brochures are always "on duty" and available to deliver your advertising message directly to potential customers.

- Customer satisfaction always comes first.
- Distribution services including fees, terms and conditions will be defined in advance in writing, and a list of distribution locations will be made available.
- All brochure display racks will be serviced on a regular basis, and kept clean and in good repair. Brochure display racks will be located to maximize accessibility by the traveling public.
- Members will strive to display brochures to their best advantage, always providing each customer with the same consideration.
- Service will be provided in a professional and courteous manner, with constant consideration for the value of each customer's brochure, and the locations where displayed.
- Members will remain environmentally conscious at all times.
- Members shall be supportive of the travel industry and other distribution service companies, and will strive to be involved in local tourism and civic organizations that promote travel and tourism.

Helpful Tips For Your Next Brochure

I. Design: A strong, simple headline is essential. Your sales message needs to appear in the top 2-3" of the front panel. The headline should be repeated on the back panel. Be sure to include the days/hours of operation, a simple map with written directions, and a telephone number, toll-free if possible. Try to include a call to action (special offer/ discount). If using photographs, make sure they are current, clear and appealing.

II. Size: Discuss the size of your brochure with your designer, distributor and printer. Vertical layout is essential. Information containing the city/region, subject and pertinent information, should be displayed "boldly" within the upper 2-3" of the brochure for "in-rack" visibility. For best display, brochures and/or rack cards should be 4" wide x 9" tall.

III. Paper: Compare the costs and availability of the paper you presently use to that of a suitable substitute. However, insure that you specify "vertical grain" and we recommend not less than 80lb. coated stock for a threefold, "four color" brochure. For rack cards, we recommend using a 10 pt. card stock.

IV. Brochure Quantity: Both you and your distributor should discuss the areas of service desired as well as the number of brochures that will be required. If you are using 50,000 or more brochures per year, it would be to your advantage to seek prices from "web-fed" printers.

V. Photography: Good photography is key to the success of any brochure. Try to provide your designer or printer with the best quality images at your disposal. Photos in your final brochure will only be as good as the originals provided. Always be sure to secure the necessary usage rights to any images – the photographer may still hold the copyright. The best results are achieved from high-resolution digital images, nothing less than 300 dpi. The second choice for originals would be regular photographic prints. Using color negatives is strongly discouraged.

VI. Date Materials and mark for International Shipments: It is wise to date your materials on the back. Remember, materials destined for international usage must be annotated: "PRINTED IN ____" (note applicable country).

VII. Folding: Remain with a "simple fold." This will assure reasonable folding costs as well as a sturdy brochure for your selected paper.

VIII. Banding: Band 500 brochures in each bundle. Paper bands are sufficient. Within each bundle, all brochures should face the same direction. Some types of brochures might need only 100 per bundle.

IX. Shipping Package: The maximum weight of each box of materials should not exceed 30 pounds. Mark each box with the client's name and contents of the package, including the number of brochures. Insure a full container for shipping purposes. All shipments are to be sent PREPAID. Boxes not filled can be damaged during shipping and storage. Pack them well with recyclable materials.

X. Ownership of Art, Color Separations: Verify with the producer (ad agency, graphic arts firm and/or printer) accessibility to and ownership of intellectual property and preparatory materials contained in the printed piece. Some of the materials in your brochure may be owned by third parties. Ownership may be governed by Copyright Laws and varies within the graphic arts community.

XI. Combination Runs: See if others in your business may be printing a brochure of a similar size and quantity as yours. Inquire as to the possibility of running your brochure at the same time assuring a savings to you both. In other words, "hunt for a friend to carpool with."

XII. Winter Printing: You can benefit tremendously from giving your printer your order during the late fall and allowing them the entire winter to print your brochure. The printer can usually print the brochure at their convenience. This may give you more flexibility in price without jeopardizing your delivery deadline.

Visit us on the web at: www.iapbd.org

This information is provided as a courtesy service from the Association of Professional Brochure Distributors. For more helpful tips, contact your local distributor.

