

Fax Marketing:

One of the fastest-growing advertising media of the last decade



Fax Marketing

Fax Marketing is a cost-effective means to target certain types of businesses or a particular area of the country. It is cheap, immediate and your faxes will usually be seen by more than two people. Acting as authorised trade distributors for a choice of trade suppliers, New Horizons can provide your business with the ability to broadcast one or more pages to four million fax numbers across the UK and Europe up to a rate of an incredible 50,000 per day. A national or regional faxing campaign can be cheaply tailor-made to target your market exactly or to support and complement any other current advertising media you are using.

The size of your campaign can be anything between one thousand and four million and various time schedules are available (see Price Guide) - obviously overnight rates are cheaper than daytime, although daytime response rates can be higher. Our creative and experienced design team are at your service to originate or update your master fax document at reasonable rates if you so wish. We know how to optimise images for fax transmission to get your message across . . . clearly!

Targeting

The fax database will be flagged to ensure that you can keep tabs on your target numbers, or to re-fax the same numbers at any point in time. You will have the use of an 0845 "fax-back removal" number for any database removals which can be handled entirely by the broadcasting company. This additional service is provided completely free, regardless of the number of removal requests. The master database used by the marketing company is screened every 28 days against the Fax Preference Service (FPS) list, in accordance with the latest Oftel guidelines. The FPS is an organisation who maintain a list of people who do not wish to receive unsolicited faxes and it is now a legal requirement to remove FPS-registered numbers from broadcast lists in the UK. In other words, your broadcast is legal.

A specific campaign can be tailor-made to optimise your response from lists of different types of businesses (available upon request). If your product can be successfully targeted at any business (e.g. mobile phones, computers, promotional items, debt recovery) you may want to cover the UK region-by-region which can be achieved by dial code groups.

Prices range from less than 3p per fax for large runs to 11p per fax for small, exclusive broadcasts. As you can see, this knocks the spots off the more traditional (and arguably less effective) postage service at 19p just for one stamp, plus envelope and contents! Because we arrange broadcasts for many clients our prices are extremely keen, which is just another reason why more and more people are choosing faxing for their business advertising.