



TV GUIDE

CASE STUDY

Business Objective:

TVGuide.co.uk which has a monthly hit rate of 2.5million visits per month approached JYL Hand to Hand in 2014.

They were keen to trial free hand distribution of their new TV listings magazine for the Christmas period.

Following a successful Christmas trial issue in December 2014, they decided to launch their New TV Guide Magazine as a free publication across London on a fortnightly basis, targeting a mass market.



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JYL Hand to Hand took on the challenge of launching UK's first free TV listing guide magazine in what was already a busy and well established free distribution market.

THE SOLUTION:

JYL Hand to Hand looked closely at area demographics to develop an effective monthly distribution plan to target the right audience for the magazine.

Since the first fortnightly issue, the distribution figures have increased month-on-month.

Due to the success of the distribution so far, JYL Hand to Hand are working even closer with the client to further expand circulation and target an even wider London audience.

THE IMPACT:

JYL Hand to Hand management, staff and reporting processes created an effective

distribution model that has led to increased distribution and awareness of TV Guide Magazine.

The success of the magazine has led to TV Guide attracting huge credibility in not only the free distribution industry but also the magazine industry as whole. As a result, the magazine has seen an increase in advertisement revenue from global brands and traffic through their website which will help to expand their operation even further.

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