



## THE MAIL ON SUNDAY

### CASE STUDY

#### **Business Objective:**

After a large number of years as a paid-for-magazine, in September 2012, Time Out London decided to meet the demand for a quality free entertainment magazine across London.

JYL Hand to Hand was set the challenge of creating and managing a distribution plan across London for the magazine on a weekly basis.



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## CASE STUDY

### THE OBJECTIVE:

To create awareness and generate interest in the new Mail on Sunday magazine supplement, Event, launched in April 2013.

### THE SOLUTION:

To create awareness of the new magazine, JYL Hand to Hand provided promotional staff to distribute free copies to commuters as they made their way into work.

The distribution took place over three consecutive Friday mornings so it was fresh in people's memories ahead of the weekend. We targeted the whole of London with our promotional staff situated at 127 train and tube stations.

Recommendations of quantity and locations were made at the end of each shift in order to maximise distribution for the following week.

### THE IMPACT:

Over the three weeks, JYL Hand to Hand's promotional staff distributed over 197,000 copies of Event magazine.

The teams were able to engage with commuters on a personal level and give them information

about the new magazine as well as offering a free copy.

This type of distribution enabled us to target both existing and potential readers. All logistics and deliveries were handled by JYL Hand to Hand's sister company, Menzies Distribution, so we were able to provide a full service offering.

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