

The Midlothian Business Directory and Loyalty Card



Includes promotions, discounts, offers & incentives for East Lothian Residents

Make sure your Business is part of **the** Most Exciting Advertising Platform to come to East Lothian...



The Midlothian Business Directory and Loyalty Card

fact file

- 25,000 Copies Distributed throughout Midlothian reaching almost 70% of all Households in Midlothian... Your Exact Target Audience!!
- Individual in design, unique in concept, delivering maximum results
- Annual Publication with long shelf life
- Cost effective advertising from as little as £6.64 per week!!
- Colour Coded Index throughout
- User Friendly with built in Response Mechanism...
The MLC Card!!
- Unique Advertising Platform with fantastic opportunities to promote your business
- Designed & Dedicated to Promote businesses in Midlothian
- **The MLC Card...** Rewarding the Residents of Midlothian. Encouraging support of local business with Incentives & Promotions

Distribution

- Targeted Door to Door Delivery to Households within Midlothian
- New Home Developments
- Every Midlothian Council Employee...
- PR in Town Centres...
- Available at all Midlothian Leisure Centres and Libraries...
- Promoted by all Advertisers and available in all outlets involved!!
- Pre-Promotional Advertising Campaign to promote the launch of Directory, Marketing & Sales Support throughout the year.

For further information or to discuss your requirements contact:



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activities

business to business

eating out

gift ideas & celebrating

homes & gardens

home repairs & improvements

kids club

look good-feel good

motoring / car sales

pet services

professional services

retail therapy

sports & leisure

take away food / home delivery

visitor attractions

wedding services & occasions

what's on?