

# Advertising locally works...

"When I placed an advert in the Chingford Directory I never in a million years expected to get the response I did! What started as a part time job to earn a little extra cash has turned into a thriving full time career which is allowing me to offer my family a lifestyle I hadn't counted on. For me the turning point was definitely when the 2 page editorial feature about my business was published. My advice...never underestimate local advertising as locals want to support the local businesses. I have a great profile of local customers now and they are very loyal and supportive. I couldn't ask for more."

*-Danielle, Danielle Nails & Beauty, Chingford*

"I can't speak highly enough of the help I have received from Peter at E4 Publishing. We've been advertising in the Directory regularly since we first opened in June 2006. We get new custom all the time because of the profile we've built up in the magazine... thank you, Peter, keep up the great work!"

*-Terry Middleton, Chingford Mobility, Chingford*

"Having worked in Marketing for some years I realised the pitfalls of badly focussed direct marketing initiatives. I need not have worried with The Chingford Directory. I have been advertising since April and I have had so many positive inquiries from new customers, which I am sure I would not have got in any other way. It has opened up my business to a much wider audience and consequently has exponentially increased my word of mouth opportunities too. A win win situation if ever there was one."

*-Paul Warwick-Munday, Powerwalking, Chingford*

"I like the Chingford Directory as I can put it on the coffee table at home and use it to find local businesses when the need arises... better still, it works for us and I know it's delivered everywhere, on time, with 100% reliability every month. I'm very pleased!"

*-Maria Briscoe, Willows Complementary Centre, Highams Park*

"Our club's decision to place an advert in The Chingford Directory has proved most successful in attracting new bowlers. What impressed us most was the quality of the publication and the fact its door to door delivery. We feel it's money well spent."

*-Vic Rouse, Captain, Ainslie Wood Bowls Club, Chingford*

"Great results... 90% of my new customers have come as direct result of my advertising with The Chingford Directory. I will definitely be extending my campaign... this is a little paper with loads of power."

*-Judy Benoit Milner UKA Professional, \*\*Dos-Seis\*\**

"We are really pleased with the advert and have had several enquiries already mentioning they have seen us in the Directory. Thank you for all your help and we look forward to a continued advert in the Directory."

*Helen & Simon Creed, R Creed & Son Building Contractors*

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## The Chingford Directory

"It's the first place I'd look for local tradesmen... it's always a good source of local information... very handy for finding out about new businesses and events..."

*-J. Pettifer, E4*

"I read your excellent Chingford Directory regularly, and it is a good source for local trades people."

*-Richard A, Coningsby Gardens, E4*

"I must compliment you on The Chingford Directory. I always look forward to receiving my copy every month..."

*-L. O'Neill, E4*

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# The Chingford Directory

*promoting your business to grow your sales*

For more info on advertising in this magazine, call Deborah on

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