

Introducing Card Decks

The cost effective media that generates quality enquiries



CLD Card Decks are post-card sized packs of around 30 individual cards containing attractive offers, targeted, personalised and posted direct to the consumer.

Typically used by charities, travel, finance, property and DIY, insurance, health, lifelong learning and mail order, CLD offers a choice of highly responsive card decks each specially targeted to a separate audience. A total of 10 million individuals will be mailed at home in 2010, making CLD the biggest publisher of consumer card decks in Europe.

The Benefits of Card Decks:

Highly Responsive

Compulsive to flick through, with your ad/offer on the front and a freepost return address on the back, packs are highly targeted, mailed to named homeowners and are very responsive.

Cost Effective

Sharing the cost by collaborative marketing makes sense, with circulation from 250,000 to several million, Card Decks cost a fraction of solus in-house mailings.

Totally Measurable

Accountable, being highly targeted Card Decks avoid wastage unlike other media e.g. press advertising. No wonder so many clients use CLD Card Decks repeatedly!

High Quality Data

CLD invests heavily in making sure that the data used is of absolute top quality, ensuring QUALITY lead generation.



Also available in a NEW larger Supersize format (140x180mm)

Don't take our word for it – visit www.consumerleads.info and see what our customers' say!

For the consumer, Card Decks are attractive - they're easy to open and flick through, simple to complete and free to post back and offer alternative ways to respond by phone or the internet. For you, the advertiser, the medium is cost effective, measurable and accountable.



Charities, travel, finance, property and DIY, insurance, health, lifelong learning and mail order are just some of the areas popular with readers.

Further information

Please call sales or email info@consumerleads.info

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