

Keep in touch, keep your profits up.

Personalised newsletters for Accountants



Print and online marketing for clients and professional contacts

To view the full range and more details
visit www.taxbriefs.co.uk

taxbriefs
client marketing

Marketing you can trust

In challenging times, the one thing every client values is regular, insightful information from a source they can rely on.

That's why newsletters are so important in building client relationships. They're an unrivalled way of maintaining contact and offering guidance that your clients know to be impartial and pertinent, relevant and timely.

Well written news and comment can't help but inspire confidence, vital in an environment where certainty is in short supply. Your firm should be the first point of contact in all matters financial.

Taxbriefs Newsletters are written by industry experts to the highest standards, and are carefully designed to make even the most complex subjects clear. They reflect your own professionalism, helping your clients focus on issues that make a real difference and creating opportunities for discussion, for meetings and, ultimately higher revenue.

That's why Taxbriefs newsletters are so highly regarded, both by the practices who use them – and the clients who read them.

Taxbriefs printed newsletters are available in four attractive designs and a choice of electronic formats.

The designs

Newsletter



Traditional 4-page A4 newsletter format.

Journal



Money Matters



A contemporary magazine in an 8-page A5 format.

Financial Update



A substantial magazine in an 8-page A4 format.

Call 020 7250 0967

www.taxbriefs.co.uk

Essential newsletter service

Essential – the easy, economical option

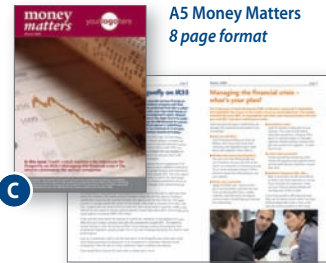
The most cost-effective way to keep in contact with your clients on a regular basis. The price includes:

- Your logo and details prominently printed on the cover
- A black and white photo
- The choice of four well-designed layouts
- All designs include full colour images
- Accurate and timely articles that will engage your clients' interest
- No hassle order process
- Our dedicated client services team on hand to help at all stages of your order
- Free marketing support pack with every edition including background notes to the articles and a covering letter
- Flexible subscriptions to suit your requirements.



A4 Newsletter
4 page format

Use your own photo



A5 Money Matters
8 page format



A4 Journal
4 page format

Use your own corporate logo



A4 Financial Update
8 page format

Call 020 7250 0967

Tailored and Tailored *Plus* services

Tailored – brand aligned

Building on all the benefits of the Essential Service, the Tailored Service offers greater personalisation and stronger branding.

This includes:

- The title banner, and your logo, in your corporate colours
- Your own title – Business Review for instance

- Your own article including our typesetting and proofing service
- A full-colour picture to accompany and add impact to your article
- Option to supply artwork matching your website banner for your newsletter banner.

A5 Money Matters 8 page format

Use your own corporate colours



A4 Journal 4 page format

Include your own article



A4 Financial Update 8 page format

Choose your own title Use your own photo



Tailored *Plus* – a step further

Our most flexible option, Tailored *Plus* lets you match your publication to your practice perfectly:

- Adapt a design to your brand requirements, using your corporate colours throughout the publication
- Control the editorial content in detail, and include more of your own articles
- Provide a design template of your own – we will manage all content and production
- Have a bespoke publication designed specifically for your practice
- Use our editorial service to provide content for your own publications.

Please call us on 020 7250 0967 to discuss your requirements and for a quote.

Newsletters to suit your specific needs

Regular contact

Taxbriefs newsletters are published quarterly in January, May, September and November, regularly prompting your clients to review and discuss with you the financial matters that affect them, and their businesses.

Building your brand

With your logo and details prominently displayed on the cover, every edition of the newsletter helps build your brand and reinforce your presence.

Your own voice

No one knows your clients or their concerns better than you do. That's why the tailored version of every newsletter gives you the opportunity to write your own article – directly addressing your clients and the specifics that matter to them.

Free marketing support pack

Our marketing support pack is free with every edition and helps ensure a successful mailing. This includes:

- A draft covering letter
- An enquiry form
- A draft follow-up email.

Background research notes are also supplied every edition to help you answer client enquiries raised by your mailing.

We can also arrange mailing services where required, so please contact us for full details.

Website and email versions

We offer a choice of PDF or HTML format, suitable for loading onto websites. Or email the PDFs to your clients and professional contacts.

Other marketing

For a full website service that includes all you need – design, hosting and content – visit www.taxbriefsonline.co.uk, or call us for a demonstration.

Taxbriefs can also keep your website up-to-date with topical content, and provide information for an email campaign including Budget Summaries and Tax Tables in a choice of formats.



Order process - it's simple!

www.taxbriefs.co.uk

Save up to **£300** with our subscriber offer!

Introductory offer	One edition				Annual subscription – four a year				Extra copies per 100	Delivery cost per edition
	Essential Service	Tailored Service	Electronic Add to print	No print	Essential Service	Tailored Service	Electronic Add to print	No print		
Newsletter or Journal	200 copies £195	200 copies £290	£115 + VAT	£255 + VAT	200 copies £780	200 copies £1,160	£340 + VAT	£900 + VAT	£62	Up to 500 £15
Money Matters	200 copies £205	200 copies £300			200 copies £820	200 copies £1,200				
Financial Update	200 copies £245	200 copies £340			200 copies £980	200 copies £1,360				

Which layout?

- A** Newsletter
- B** Journal
- C** Money Matters
- D** Financial Update

Your order

Quantity

- PDF
- HTML

How many editions?

- One
- Four

Which service?

- Essential**
- Logo & details in B&W
- B&W photo
- Tailored**
- Logo in your firms colour(s)
- Own colour image
- Own article (£25 extra)
- Own title
- Tailored Plus**
- Tick here and we will call you

Step 1 Send us your order

Step 2 We send you an order confirmation within 7 days

Step 3 Once we have your logo we'll send you a proof to approve

Step 4 Once you approve we print your newsletters to schedule

Name: _____

Company: _____

Delivery address: _____

Postcode: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

Signature: _____

- I wish to pay by Direct Debit / BACS (delete as appropriate)
- Please call to take my credit/debit card payment
- I enclose a cheque

Cancellations: If you cancel your order you will be charged on a time and materials basis for work already undertaken. Terms and conditions available on request.

Data Protection: Taxbriefs is registered as a data controller, personal data is gathered in accordance with the Data Protection Act 1998. Your details will be used by Taxbriefs for marketing purposes and passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the relevant box below:

- Please do not pass my information to any third party.
- I do not wish to receive information from Taxbriefs.
- Registered in England No: 1247331. Registered office: 131 Edgware Road, London, W2 2AP. VAT Reg. No: 756 9595 62.

Your artwork

- Please send us two copies of your letterhead paper with this order form.
- Email your logo in .EPS format to info@taxbriefs.co.uk or supply printers/designers contact details.

Contact name: _____

Tel: _____

To talk through your order or request a quote, please call us on **020 7250 0967**