



## PASS THE JAM

### BRAND-TO-HAND

Raspberry, strawberry, marmalade or even fruit juice. You can pass our readers whatever you like. They love a present with their morning paper. It's a sure-fire way to get your product noticed - and in the hands of up to 125,000 people a day.

- Have merchandisers dolled up in your brand's t-shirts, handing out your products to Urbanites from branded bins.
- Your brand can also be flagged up in the paper and have a big shout on the front page.
- You can get colossal exposure for new product launches.

