

Range of Client Newsletters



Designed to meet your firm's needs...

A tailored client newsletter service to suit your firm's needs, with a comprehensive range from non personalised through to bespoke design. We can provide you with the right solution for your practice.



Two page client briefings:

- **2012 Employer Update**
- An overview of recent developments and topical issues
- **Resident or not?**
The new 'Statutory Residence Test' unveiled

See additional circular or our website for details.

also available

Printed and digital formats available

Spring 2012

Orders required by Friday 20 January 2012

Delivered to you w/e 17 February 2012



Client newsletters are an ideal and cost effective way of keeping in regular contact with your clients. The content is concise, easy to understand and written by our in house team of renowned tax lecturers and technical consultants. It will provide your clients (individuals and businesses) with relevant up to date information and help to promote client contact.

We produce four issues per annum but no subscription is necessary so you can choose to purchase just one issue each year. Each one comes complete with a FREE marketing letter and you can request draft copy (without obligation) before placing an order.

Printed and PDF options

Our printed newsletters are four sided A4 printed on 170gsm paper. They can be supplied A4 or folded to A5 (at no extra cost) to save on postage. PDF options are also available and both printed and PDF newsletters can be personalised as follows:



Option 1

Your firm's details printed in black and one of our standard colours (dark blue, green, dark red, red) with the option to include up to 200 words of your own news.

From £195 for 50 copies

Non personalised newsletters

From £95 for 25 copies



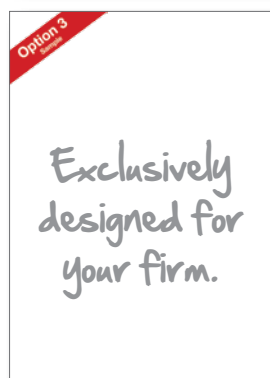
Option 2

Personalised with your firm's details printed in your house colour(s). The entire front cover can be tailored to include your own news (including colour images) or add contact details to the articles we provide or simply leave the articles as they are.

From £285 for 50 copies

Publication Dates

2012	Orders req'd by	Delivery date w/e
Spring	20 Jan	17 Feb
Summer	4 May	1 Jun
Autumn	27 Jul	31 Aug
Winter	19 Oct	16 Nov



Option 3

We will work with you to create a bespoke newsletter that complements your brand. You can use the content provided and tailor it to make it more personal for your clients. Alternatively leave the content as it is or simply add contact information. Why not mix the articles provided with news of your own about your practice or client events such as seminars. The choice is yours and we will be as flexible as you need us to be to create your exclusive client newsletter.

From £720 for 200 copies

Printed newsletters	Option 1		Option 2		Option 3	
	WITHOUT supplement	WITH supplement	WITHOUT supplement	WITH supplement	WITHOUT supplement	WITH supplement
The spring issue can be complemented with an optional non personalised four page year end tax planning supplement.						
50 copies	£195	+ £50	£285	+ £50	-	-
100 copies	£235	+ £60	£325	+ £60	-	-
200 copies	-	-	-	-	£720	+ £100
Each additional 50 copies	£30	+ £20	£30	+ £20	£35	+ £20
Non personalised copies - £95 (+£30) for 25 copies - £1 (+£1) per copy thereafter (price with supplement)						
PDF newsletters (price in brackets shows the price when purchased with printed copies)						
Personalised PDF	£175 (£75)	+ £40 (+ £20)	£195 (£75)	+ £40 (+ £20)	£350 (FREE)	+ £40 (FREE)
Non personalised PDF - £145 (£75) + £40 (+ £20)						

Training group members receive a 10% discount

Request a free printed sample at www.mercia-group.co.uk/free_samples

Digital options

Newsletters make ideal content to include on your website and are available as HTML, PDF and Word formats.

HTML and HTML plus

These newsletters are fully formatted with a 'contact us' link in place and ready to include on your website. The HTML plus option also includes your logo and the colours and font will complement your website.

PDF

There are various PDF options available to purchase with or without printed copies. See 'Printed and PDF options' opposite for more details.

The file size is optimised so it can be published on your website or attached to an email but the quality is more than suitable to be printed on office and home printers.

Word

The newsletter articles are available in Word format for you to edit if required and include in your own newsletters or other updates you send to clients.



The optional 'Year End Tax Planning' supplement is a **non personalised** four page supplement and is exclusively available to complement the client newsletter.

It is written to encourage your clients to review their tax affairs and consult you for advice.

Digital prices	Without personalised printed copies		With personalised printed copies	
	WITHOUT supplement	WITH supplement	WITHOUT supplement	WITH supplement
The spring issue can be complemented with an optional non personalised year end tax planning supplement.				
PDF - Option 1	£175	+ £40	£75	+ £20
PDF - Option 2	£195	+ £40	£75	+ £20
PDF - Option 3	£350	+ £40	FREE	FREE
PDF - Non personalised	£145	+ £40	£75	+ £20
HTML	£145	+ £40	£75	+ £20
HTML plus	£195	+ £40	£95	+ £20
Word	£125	+ £40	£50	+ £20



It includes a summary of important year end tax tips and covers:

- Tax saving tips for the family
- Employer provided cars and fuel
- Form filling for employers
- Tax efficient investments
- Capital gains tax
- Giving to charity
- Pension contributions
- National insurance matters
- Capital allowances

Special Digital Offer

Subscribe to four consecutive issues of the newsletter in a single format at 2011 prices and **receive all the client briefings and year end tax planning supplement produced during the same period in the same format free of charge**. This subscription can start with any issue.

What are client briefings?

In addition to the client newsletters we also produce two client briefings per quarter (two sided). They cover topical issues and are professionally written in a language your clients will understand. **Details of the current titles can be found on the enclosed circular or at www.mercia-group.co.uk/briefings**

Special Digital Offer prices

Invoiced in full at start of subscription

PDF - Option 1	£620 - save £880
PDF - Option 2	£780 - save £960
PDF - Option 3	N/A
PDF - Non personalised	£500 - save £600
HTML	£500 - save £880
HTML plus	£700 - save £1280
Word	£380 - save £640

Training group members receive a 10% discount

Any questions? Call Marketing Support on 0116 258 1242

Client Newsletter Order Form - Spring 2012

orders required by Friday 20 January 2012 - delivered to you w/e 17 February 2012

Your details

Firm _____
Contact _____
Address _____

Postcode _____
Tel _____
Email _____
Website _____

Draft copy and samples

Please send me draft copy of this quarters:

Client newsletter Client briefings

Please send me samples/information of the following:

Quarterly client newsletter Tax rates mouse mat
 Client briefing Client letters
 Monthly business newswire (enews) Tax guides
 Budget summaries Client information factsheets
 Tax cards Website service

Digital samples available to view at www.mercia-group.co.uk/marketing

If you have not purchased personalised products from us before please email your logo (preferably in .eps format) to marketing.support@merciam-group.co.uk

Printed personalised

I would like to order printed newsletters as follows:

Quantity: _____ WITH supplement
 WITHOUT supplement

Title: Newsletter InSight Business News
Other _____ (please specify)

Folding: please supply the newsletters as: A4 A4 Folded to A5

Option 1

Personalised in black and **one** of the following colours:

Dk Blue Green Red Dk Red

I would like My 'own news' News supplied Advert*[†]
to include: (up to 200 words)* by Mercia

*Please send copy by email to marketing.support@merciam-group.co.uk

[†]Suggested advert copy is available if required.

Option 2

Our colour(s) are (PMS ref) _____
Please provide a printed sample or digital logo if PMS ref not known.

I would like My 'own news' News supplied Advert*[†]
to include: (up to 600 words)* by Mercia

*Please send copy by email to marketing.support@merciam-group.co.uk

[†]Suggested advert copy is available if required.

Option 3

We will contact you on receipt of your order to discuss your requirements in more detail. If you would like us to match an existing style please enclose a copy of your corporate literature or stationery with your order.

Printed non personalised

I would like to order _____ (quantity) non personalised copies of the newsletter

WITH supplement WITHOUT supplement

Folding: Please supply the newsletters as: A4 A4 Folded to A5

Digital Word, HTML and PDF

I would like to order digital options as follows:

Spring 2012 newsletter only **or** Special Digital Offer (SDO) includes supplement

Spring 2012 newsletter with supplement

The next four issues of the client newsletter plus all client briefings produced during the same period, in the format indicated below:

Word HTML* HTML plus*[†]

PDF Option 1 PDF Option 2 PDF Option 3 (not SDO)

Non Personalised PDF

For PDF orders (excluding Non-Personalised PDF) without printed copies please complete option 1, 2 or 3 details under printed personalised section opposite

Please send to email address(es): _____

* The HTML version includes a contact email address. Please write your email address here: _____

[†] The HTML plus includes your logo and the font and colours will match your website. Please write your website address here: _____

Order acknowledgement

You will receive an email acknowledgement on receipt of your order. If you do not receive an acknowledgement within a few days of placing an order, please contact our Marketing Support Team on 0116 258 1242.

Please return by fax, post or email

Mercia Group Ltd, Best House, Grange Business Park, Enderby Road, Whetstone, Leicester LE8 6EP

☎ 0116 258 1242 ☎ 0116 258 1258 ✉ marketing.support@merciam-group.co.uk

Registered office: 19 - 21 Christopher Street, London EC2A 2BS

