

DENNIS

PUBLISHING LTD

Air Business Ltd
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Dear Mr Holland

I decided to move my business to Air Business for several reasons.

First, Air Business have done an exemplary job with one of our other magazine 'The Week'. As this is a weekly magazine, any delay in the dispatch of this job is soon picked up by our subscribers and as complaints from our overseas subscribers are at a minimum I know that the job always leaves on time. If any problems should arise they are always dealt with quickly and professionally by the team at Air Business.

The second reason is they are based in the UK. Should there be any delay with the copies leaving the printer or a shortfall in the number of copies delivered, it is much quicker to rectify these mistakes using a UK based mailing house as deliveries can be made at short notice.

Air Business is also able to do carrier sheet promotions for me on a single issue basis. Until this time the only route to market to my subscribers was with an insert which costs more to produce and so given the quantity of overseas subscribers this was cost prohibitive.

Air Business also provides me with flexibility with the data they receive. I have two subscription bureaux and each one exports the data in a slightly different format. Air Business are able to take the data in the received format and make any necessary changes without any fuss. This means that data is processed promptly thus not causing any delay to the dispatch of my magazines.

Lastly price. Air Business came up with a cost efficient solution for my mailing needs. Put this together with the trust we already have in Air Business and it became an easy decision to make to switch mailing houses.

I look forward to working with Air Business further in the future.

Yours sincerely



Laura Scarbrough
Subscription Executive



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