

# OPUS DISTRIBUTION



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## WHY CHOOSE OPUS DISTRIBUTION?

Opus Distribution is a social enterprise which provides unique distribution opportunities exclusively to independent traders, community groups, arts organisations, charities and local government. **We distribute print to over 4,000 locations** in Sheffield, North Derbyshire, Manchester, Leeds, Nottingham, Barnsley, Doncaster, Chesterfield and Rotherham.

Opus Distribution firmly believes in the values of transparency, dedication and customer service. We do our best to give you the maximum amount of information about your print, from the point that we place it in the public sphere to the point that it is no longer in date and in need of recycling.

We consider it an essential part of our service that for work completed in Sheffield and North Derbyshire we are able to recycle a client's print once it goes out of date. The added benefit of this is that we can estimate how much print has been picked up by the public and in which areas it was best received. This allows you a great deal of feedback on which to base your next print distribution campaign.

After completing each distribution run, **we send our clients a detailed report of which locations have received their print and in what quantities.** This helps you to track your print as time progresses.

## WHO DO WE SERVE?

We work exclusively with local traders, community groups, local government, arts organisations, independent promoters and charities, creating and sustaining strong networks and shared ideologies of independent trading. Opus Distribution, like many other organisations in Britain today, is a firm believer in keeping our local economy strong enough to fulfil the needs of the community. We will therefore not accept work from corporations, chains or franchises.

Our regular clients include Sheffield Theatres, The University of Sheffield, Off the Shelf Festival of Words, Sensoria Festival, Sheffield Doc/Fest, Showroom Cinema, Now Then Magazine, Chesterfield Theatres, Barnsley Civic and many others.

## WHERE WILL YOU FIND IT?

Your print will be placed in hot spots or places of high public interest - busy cafes, local libraries, bars, universities, restaurants, cinemas, hotels, theatres, halls of residence and retailers.

Our distribution runs cover several thousand locations all over North Derbyshire, Lancashire and South Yorkshire - Bakewell to Buxton to Sheffield city centre to Manchester's Northern Quarter. To our knowledge, we offer the largest number of distribution points in the region.

We have used the experience gained over the last seven years of service to design blanket coverage runs over wide areas and targeted runs aimed at specific demographics, enabling our clients to minimise their costs while maximising their exposure.

Read on to see the range of distribution routes we offer and decide who your print might like to meet.

## SHEFFIELD CITY HALL . . . . .



Opus Independents are integral to the distribution of our print in and around Sheffield. The expertise and knowledge displayed about the services on offer is greatly appreciated and we look forward to working with them in the future.



## OUR SERVICES

Over many years of service, Opus Distribution has achieved a unique relationship with local traders, bars, cinemas, hotels, restaurateurs, cafe owners and the like, but also a deep knowledge of places of high public interest in Sheffield, Manchester, Leeds, Nottingham, Barnsley, Chesterfield, Doncaster, Rotherham, Chesterfield and the Peak District.

We are always expanding our service into new areas, so please get in touch if you are looking for distribution in an area not mentioned below.

## SHEFFIELD

### Sheffield Full Run

A combination of all City Centre and South & West pick up points, with a broad reach across the centre and south-west of the city.

*City Centre, Ecclesall Road, Sharrow Vale Road, Ecclesall Road South, London Road, Chesterfield Road, Woodseats, Nether Edge, Abbeydale Road, Heeley, Millhouses, Totley, Greenhill, Dore, Fulwood, Broomhill, Crookes, Crookesmoor.*

**Approx 8,000 single-sheet flyers or 5,000 multi-page brochures/booklets.**

### Sheffield City Centre

The central hub of Sheffield, hosting a wide variety of cafes, cinemas, hotels, retailers, libraries and bars. The place where workers commute and people from all walks of life pass through week in, week out. If you want your print to reach the widest variety of people, we recommend our City Centre Run.

*Covering all manner of independent outlets, public buildings and spaces within and just outside the ring road, from Broomhill to the Parkway, Kelham Island to St Mary's Gate and everywhere in between, including Division St, West St, St Paul's Square, Campo Lane, both universities' city campuses, and many more.*

**Approx 4,000 single-sheet flyers or 2,500 multi-page brochures/booklets.**

### Sheffield South & West

Sheffield is a city of small villages. Roads like Abbeydale and Ecclesall play host to whole communities filled with bars, restaurants, libraries and retailers. Reach the wider Sheffield community with our Out of Town Run.

*Ecclesall Road, Sharrow Vale Road, Ecclesall Road South, London Road, Chesterfield Road, Woodseats, Nether Edge, Abbeydale Road, Heeley, Millhouses, Totley, Greenhill, Dore, Fulwood, Broomhill, Crookes, Crookesmoor.*

**Approx 4,000 single-sheet flyers or 2,500 multi-page brochures/booklets.**

### Sheffield North-East

Covering off-the-beaten track areas of Sheffield like Firth Park, Burngreave and Shirecliffe, the North Sheffield run engages with an audience from a rich variety of cultural backgrounds.

*Fir Vale, Firth Park, Shire Green, Parson Cross, Pitsmoor, Burngreave, Hillsborough.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### Sheffield High Income Run

Want to reach those more refined patrons of the arts, or an older but engaged demographic? Then the High Income Run is for you, covering areas such as Dore, Totley, Fulwood, Nether Edge and Ecclesall Road, among

others.

*Ecclesall Road, Ecclesall Road South, Sharrow Vale Road, Nether Edge, Millhouses, Totley, Greenhill, Dore, Fulwood, Crosspool, Walkley.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### **Sheffield Evening Run**

The night-time economy is one of Sheffield's strongest assets. Millions of pounds are spent and earned annually in Sheffield's various bars, restaurants and clubs. If you want your print to reach the people who perpetuate this cog then our Evening Run is for you.

*City Centre, Crookes, Broomhill, Ecclesall Road, London Road.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### **Sheffield Offices Run**

Where do we spend most of our time? At work. We meet our friends, we plan our weekends and we share information about the goings-on in our various communities. What better way to inform people than to have your print on show in the workplaces and receptions of large Sheffield offices.

*City Centre, Ecclesall Road, Sheaf Quays, Norton, Atlas Way, Penistone Road, Nursery St.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### **Sheffield Family & Young Persons' Run**

From museums and cinemas to play centres and hotels, if you want your print to reach resident or visiting families then take advantage of our Family and Young Persons' Run.

*City Centre, Bernard Road, Rother Valley, Heeley, Sheffield Parks & Gardens, Norton.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### **Sheffield Student & Young Professional Run**

For students and young professionals, disposable income is a wonderful thing, and with students and young professionals, 'disposable' is often the word of choice. Put your print where these happy spenders like to spend their time and money with our Students and Young Professionals Run.

*Key areas: City Centre, Ecclesall Road, Sharrow Vale Road, Crookes, Crookesmoor, Broomhill.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### **Sheffield Grassroots Run**

Our selection of the key areas that are perfect for smaller scale promotional distribution. Takes both A3 posters and single-sheet flyers.

*Broomhill, West Street & Division Street, Crookes & Crookesmoor, Fargate & Brown Street, Ecclesall Road & Sharrow Vale Road, London Road.*

**Approx 100 A3 posters or 1,500 single-sheet flyers or 500 multi-page brochures/booklets.**

## **SHEFFIELD THEATRES . . . . .**



Opus is a great way to ensure the product you are promoting is seen right across the city and outer reaches of Sheffield. The team at Opus are friendly and flexible. It's also great to see where print has gone to thanks to their comprehensive distribution reports.

## SOUTH YORKSHIRE & NORTH DERBYSHIRE

### North Derbyshire & Peak District Run

Reaching out to the outlying villages and towns of the Peak District, like Castleton and Bakewell, is our North Derbyshire Run. Focussing on an often untapped audience of visiting tourists and local residents, this route is ideal for classical arts, theatre and outdoor activity events.

*Hathersage, Hope, Castleton, Bradwell, Bakewell, Ashford-in-the-Water.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### Rotherham General Run

At the confluence of the River Rother and the River Don, Rotherham is located between Sheffield and Doncaster and has a population of over 117,000 people. Reach out to people who are a mere six miles from Sheffield, less than half an hour's drive away.

*Moorgate Road, High St, Town Centre, Mini Market, Corporation St, Ship Hill, Main St, Westgate, Wellgate, Catherine Street.*

**Approx 2,500 single-sheet flyers or 1,000 multi-page brochures/booklets.**

### Chesterfield General Run

Just down the road, Chesterfield is a well-known market town and destination choice for tourists visiting South Yorkshire. Home to Britain's largest outdoor market space, Chesterfield has a population of 70,000 and a wealth of arts organisations and independent traders. Reach a like-minded audience in Derbyshire's largest town.

*Town Centre, Market Place, Falcon Yard, Saltergate, Steeplegate, Church Lane, Packers Row, Knifsmith Gate, Elder Way, Cavendish Street, Church Way, Iron Gate, Long Shambles, Middle Shambles, Vicar Lane, Theatre Yard.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### Doncaster General Run

Only 20 miles from Sheffield, Doncaster has a population of 65,000 people and, with the recent addition of an international airport and new shopping centre, has undergone massive regeneration across the arts and education sectors.

*High Street, Hall Gate, Cleveland Street, Princes Street, Priory Walk, Waterdale, Market Place, Sunny Bar, West Laith Gate, Baxter Gate, Nether Hall Rd, Silver Street, South Parade, St Georges Way, Church Way, Askern Road, Bentley.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### Barnsley Town Centre Run

Just 12 miles North of Sheffield, Barnsley lies on the River Dearne and has a population of around 218,000. With a cultural heritage of brass bands and heavy industry, Barnsley is now in the process of regeneration, spearheaded by the presence of cultural institutions such as Barnsley Civic, playing host to a variety of cross-platform arts.

*Market Hill, Shambles Street, Eastgate, Church Street, Regent Street, Eldon Street Centre, Tourist Info, Wellington Street, Peel Street, Peel Parade, Market Street, The Arcade, Midland Street, Indoor Market, Barnsley Metrodome, Barnsley FC Oakwell, Sheffield Road.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

## MANCHESTER

### Manchester Full Run

An extensive reach combining all our Manchester City Centre and Out Of Town pick-up points. This is our ultimate coverage package, placing flyers in a wide range of locations frequented day and night by the broad demographic of this city, including bars, cafes, libraries, theatres, music venues, galleries, museums and restaurants.

*Northern Quarter, Castlefield, Deansgate, Ancoats, Oxford Road, Piccadilly, Chorlton (Wilbraham Road, Barlow Moor Road, Manchester Road), Whalley Range, Moss Side, West Didsbury, Wilmslow Road (East Didsbury, Withington, Fallowfield, Rusholme), Stockport Road (Levenshulme, Longsight), Hulme, Chapel Street, Trafford, Old Trafford, Sale, Altrincham, Little Underbank, Hillgate, Heaton Moor.*

**Approx 8,000 single-sheet flyers or 5,000 multi-page brochures/booklets.**

### South Manchester Run

Out of town but certainly not out of sight for many open-minded people with a diverse range of interests who are always looking for places to go and things to do.

*Key areas: Chorlton (Wilbraham Road, Barlow Moor Road, Manchester Road), Whalley Range, Moss Side, West Didsbury, Wilmslow Road (East Didsbury, Withington, Fallowfield, Rusholme), Stockport Road (Levenshulme, Longsight), Hulme.*

**Approx 4,000 single-sheet flyers or 2,500 multi-page brochures/booklets**

### Manchester Student & Young Professional Run

Disposable incomes are wonderful things, and with students and young professionals, 'disposable' is often the word of choice. Put your print where these happy spenders like to spend their time and money with our Students and Young Professionals Run.

*Key areas: Oxford Road, Wilmslow Road (East Didsbury, Withington, Fallowfield, Rusholme), West Didsbury.*

**Approx 3,000 single-sheet flyers or 1,500 multi-page brochures/booklets.**

### Manchester Grassroots Run

Our selection of the key areas that are perfect for smaller scale promotional distribution. Takes both A3 posters and single-sheet flyers.

*Northern Quarter, Castlefield, Deansgate, Oxford Road, Salford, Chapel Street.*

**Approx 100 A3 posters or 1,500 single-sheet flyers or 500 multi-page brochures/booklet.**

## SHOWROOM CINEMA . . . . .



We couldn't ask for a more reliable service. We sometimes have very tight turnarounds and Opus never let us down. The staff are very friendly too, always smiling and providing us with positive feedback. Their dedication to the job is brilliant.

## REGATHER COOPERATIVE . . . . .



We've used Opus Distribution many times and have always been delighted with the results. A fast, efficient, friendly service that gets our print media to the places that matter most and into the hands of the more discerning audiences across Sheffield. If you are looking for high quality print distro we can't recommend them highly enough.

## LEEDS

Often recognised as the capital of Yorkshire and the Humber, Leeds is a thriving city with an economy worth over £52 billion. Our Leeds distribution list is a blanket coverage, geographically-orientated run designed to cover main city centre spots, as well as outlying student and young professional areas, including Hyde Park, Headingley and Chapel Allerton.

*Chapel Allerton, Meanwood, Woodhouse, Headingley, Hyde Park, Kirkstall, Blenheim Terrace, The Grand Arcade, St Peter Square, The Calls, The Corn Exchange, Kirkgate Market, Lower Briggate, Station Street, George Street.*

**Approx 4,000 single-sheet flyers or 2,000 multi-page brochures/booklets.**

## NOTTINGHAM

A vibrant and culturally rich city, Nottingham is also a popular tourist destination with a legacy of sporting greatness, as well as thriving music and arts scenes and two of the country's top universities. At just a 40-minute drive from Sheffield, the two cities have always had plenty to offer each other.

*Areas covered include: Lace Market Area, Maid Marian Way, Castle Wharf, Theatre Square, Derby Road, Hockley and many more.*

**Approx 4,000 single-sheet flyers or 2,000 multi-page brochures/booklets.**

### Contact Us

**Ben Jackson**

[distribution@opusindependents.com](mailto:distribution@opusindependents.com)

## PRICES

Geographical Area Runs	Prices (ex VAT)
Sheffield Full Run	£600
Sheffield City Centre	£320
Sheffield South & West	£320
Sheffield North-East	£260
North Derbyshire & Peak District	£300
Rotherham General Run	£260
Chesterfield General Run	£280
Doncaster General Run	£280
Barnsley Town Centre Run	£280
Leeds Run	£300
Nottingham Run	£300
Manchester Full Run	£600
South Manchester Run	£320

Targeted Runs	Prices (ex VAT)
Sheffield High Income Run	£280
Sheffield Evening Run	£250
Sheffield Family & Young Person's Run	£250
Sheffield Student & Young Professional Run	£280
Sheffield Offices Run	£250
Sheffield Grassroots Run	£150
Manchester Student & Young Professional Run	£280
Manchester Grassroots Run	£150

Discounts available for multiple orders of print or distribution over a series of months.