



THE KEEP ME CARD

Trusted local trade advertising since 1983

Advertising Media Pack 2026/27

South Bucks

Beaconsfield · Gerrards Cross · Chalfonts · Burnham

34,150 homes reached	1 trade per category	1983 trusted since
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Single South Bucks edition · 12 postcode sectors · one trade per category

We Are Local Ltd t/a Keep Me Card

07594 927771 · keepmecard.co.uk · keepmecard.co.uk/apply

Surrey · Greater London · Berkshire · South Bucks



OVERVIEW

Executive Summary

The Keep Me Card is an annually retained homeowner and emergency information card, delivered directly to affluent, predominantly owner-occupied households across carefully selected local areas.

This pack covers the South Bucks edition: 34,150 homes across Beaconsfield, Gerrards Cross, Chalfont St Giles, Chalfont St Peter, Burnham and surrounding South Bucks villages — with Windsor & Maidenhead editions available if you want to extend your reach and qualify for multi-area savings.

One trade per category, per edition. When you take a position, your competitors cannot appear beside you. Every call from the card comes straight to you — no shared leads, no per-lead fees, no platform taking a cut.

THE MARKET

Why South Bucks Works for Trades

South Bucks is an affluent, owner-occupied commuter-belt market. These are homeowners who pay for quality, respond quickly in emergencies and prioritise reliability over the lowest price.

01 High homeownership, high spend

Owner-occupiers invest in maintenance and repairs. When something breaks, they call a trusted number.

02 Emergency behaviour

Time-poor professionals want urgent problems solved quickly: boiler faults, locks, leaks, drains and electrics.

03 Older housing stock

Period, post-war and village housing creates consistent year-round demand for skilled local trades.

04 Direct call — no middleman

Customers call your number from the card. No platform fee, no lead-sharing, no price comparison.



THE CARD IN THE HOME

Retained Visibility Where Decisions Get Made

The Keep Me Card is designed to be kept — on the fridge, by the phone or in the kitchen drawer — so your number is already there before an emergency happens.



Why it matters

Unlike a disposable leaflet or a shared online lead, the card stays visible in the home throughout the full card cycle.



WHY KEEP ME CARD

Six Reasons Advertisers Stay With Us

Advertisers stay because the card gives them retained visibility, category protection and direct enquiries without paying for shared platform leads.

01 Category exclusivity

One trade per category. Your competitors do not appear beside you on the card.

02 In the home, all year

The card is kept on the fridge, in the kitchen drawer or near the phone.

03 Direct calls, every lead yours

No lead-sharing, bidding, per-enquiry charge or platform taking a cut.

04 Trusted since 1983

A recognised local format delivered in the same trusted way for decades.

05 Vetted advertisers only

Advertisers are checked for reviews, insurance, registration and customer standards.

06 Online profile included

Card advertisers receive a free online profile with click-to-call, photos, reviews and QR traffic.

The card lives where decisions get made

It is seen all year before any emergency happens. When the homeowner needs help, your number is already in the home.

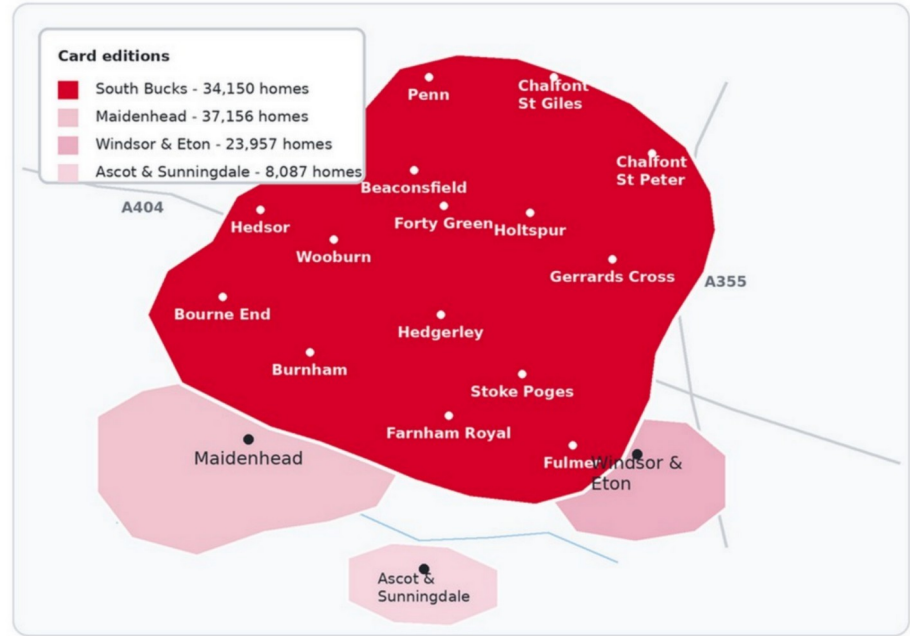
For trades, this matters because emergency customers rarely want a long buying process. They want a reliable business they already recognise and can call immediately.

COVERAGE

The South Bucks Edition

South Bucks is delivered as one focused card edition across 12 postcode sectors. The map below also shows the three adjoining Windsor & Maidenhead build-out editions for trades that want to extend their reach.

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Schematic coverage - not to scale

Schematic coverage — not to scale

Homes	Edition	Coverage	Postcode sectors
34,150	South Bucks	Beaconsfield, Gerrards Cross, Chalfont St Giles, Chalfont St Peter, Burnham; also Penn, Tylers Green, Stoke Poges, Farnham Royal, Bourne End, Hedsor, Fulmer, Holtspur and Forty Green	HP8 4; HP9 1; HP9 2; HP10 0; SL1 7; SL1 8; SL2 3; SL8 5; SL9 0; SL9 7; SL9 8; SL9 9



DISTRIBUTION

Targeted, Retained Distribution

Distribution focuses on affluent, owner-occupied residential households. The card is built to be retained rather than discarded, so your advertisement keeps working long after a leaflet would have gone in the recycling.

Emergency trades perform especially well because homeowners act fast and tend to choose the first trusted provider they can find. The card puts your number in front of them before the emergency ever happens.

STANDARDS

Vetting & Standards

Keep Me Card only works with reputable local businesses that demonstrate professionalism, fair pricing and a strong customer-service focus. Advertisers may be asked to provide:

- Public review profiles
- Proof of insurance
- Company registration details
- Agreement to fair-pricing and customer-first principles

ONLINE

Your Business Online — Included Free

Since 1983 the card has been a trusted offline resource. Today we also support advertisers online with a mini-website inside keepmecard.co.uk — including branding, photos, reviews, click-to-call, area targeting and search-friendly content.

Online profile included

The standard online profile is £395 incl. VAT per year. For 2026/27 card advertisers it is included free with selected card packages.



FORMATS

Advertiser Options

Three advertisement sizes are available across the South Bucks edition. Artwork is produced to size for you.

Advertisement	Size	Best for
A. Standard	64 x 32 mm	Entry-level retained homeowner visibility.
B. Wide	130 x 32 mm	Enhanced branding and stronger retained visibility.
C. Large Premium	64 x 60 mm	Maximum prominence — ideal for emergency, high-response trades.

All sizes are minimums based on a 12-ad card. Where a card is printed with fewer advertisements, sizes and/or positioning increase proportionally at no extra cost.

INVESTMENT

South Bucks Price List — 2026/27

All prices are ex-VAT, per edition, for the full card cycle. Standard 64 x 32 mm · Wide 130 x 32 mm · Large Premium 64 x 60 mm.

Edition / Coverage	Homes	Standard	Wide	Large
South Bucks — Beaconsfield, Gerrards Cross, Chalfont, Burnham and surrounding villages	34,150	£799	£1,318	£1,450

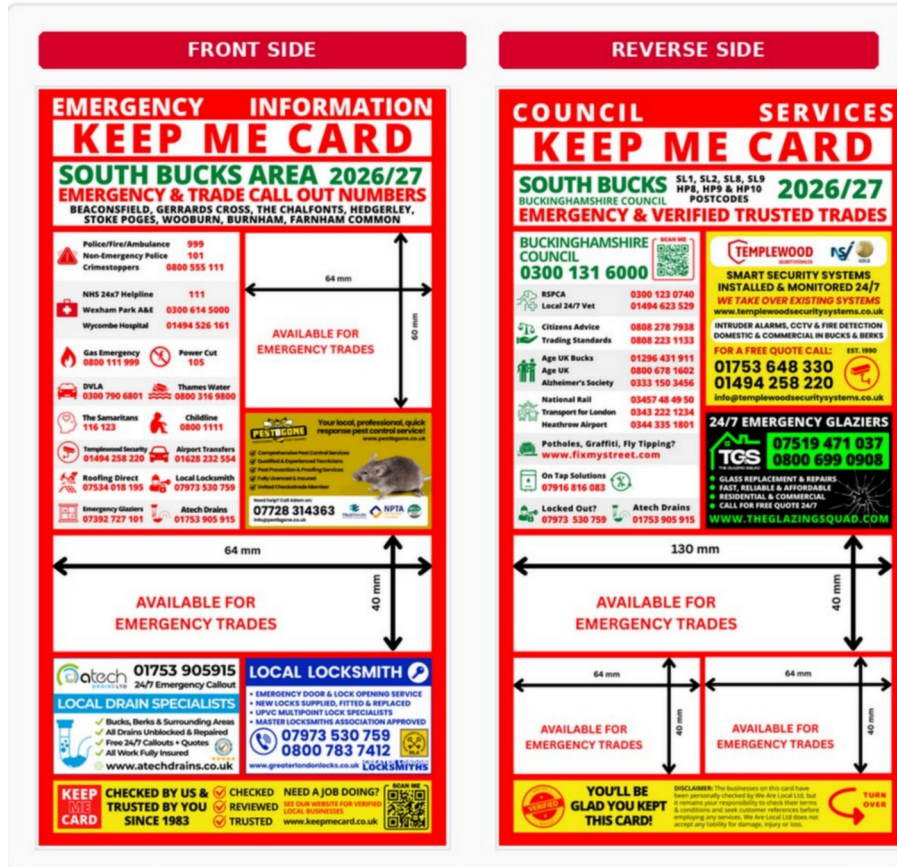
A 20% deposit secures your reserved edition and removes it from sale in your category, protecting your exclusivity for the cycle.

FORMATS

Card Mock-up, Ad Sizes & Position Choice

Advertisers can choose from Standard, Wide and Large Premium formats. The mock-ups below show the actual card artwork and available advertising spaces; preferred position can be discussed subject to category availability and the final card layout.

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Choice of position is offered where category availability and final card layout allow. Mock-ups shown for illustration only.

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EXTEND YOUR REACH

Windsor & Maidenhead Build-Out Editions

South Bucks is a single edition. For trades that also cover neighbouring territory, the natural multi-area build-out is Windsor & Maidenhead: Ascot & Sunningdale, Maidenhead, and Windsor & Eton.

Edition / Coverage	Homes	Standard	Wide	Large
South Bucks — Beaconsfield, Gerrards Cross, Chalfont, Burnham	34,150	£799	£1,318	£1,450
Ascot & Sunningdale — Ascot, Sunningdale, Sunninghill, North Ascot	8,087	£339	£559	£615
Maidenhead — Maidenhead, Cookham, Bray, Taplow, Cox Green	37,156	£765	£1,262	£1,388
Windsor & Eton — Windsor, Eton, Old Windsor, Datchet, Clewer	23,957	£578	£954	£1,049
ALL FOUR EDITIONS — South Bucks plus Windsor & Maidenhead coverage (before discount)	103,350	£2,481	£4,093	£4,502

DISCOUNTS

Multi-Area Discount Structure

Areas are counted across a rolling 12 months, so you can build your coverage over time. South Bucks plus any two Windsor & Maidenhead editions qualifies for the multi-area discount.

Commitment	Discount
3 or more card areas booked together	10% across all booked areas
Example qualifying bundle	South Bucks + Maidenhead + Windsor & Eton
Full Windsor & Maidenhead build-out	South Bucks + Ascot & Sunningdale + Maidenhead + Windsor & Eton



THE NUMBERS

Return on Investment

All 5 coverage options are shown below, across Standard, Wide and Large Premium advertisement sizes. The full four-edition build-out includes the 10% multi-area discount.

5 coverage options	3 advertisement sizes	103,350 maximum homes reached
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Annual investment ex-VAT

Coverage option	Homes	Standard	Wide	Large Premium
South Bucks	34,150	£799	£1,318	£1,450
Ascot & Sunningdale	8,087	£339	£559	£615
Maidenhead	37,156	£765	£1,262	£1,388
Windsor & Eton	23,957	£578	£954	£1,049
All 4 editions *	103,350	£2,232.90	£3,683.70	£4,051.80

* All four editions shown after the 10% multi-area discount.

Cost per home for the full year

Coverage option	Standard	Wide	Large Premium
South Bucks	2.3p	3.9p	4.2p
Ascot & Sunningdale	4.2p	6.9p	7.6p
Maidenhead	2.1p	3.4p	3.7p
Windsor & Eton	2.4p	4.0p	4.4p
All 4 editions	2.2p	3.6p	3.9p

Read this as retained, exclusive visibility — not a one-off leaflet drop.

Even the full four-edition build-out remains around 2.2p to 3.9p per home for a full year, depending on ad size.

THE NUMBERS

How Quickly It Pays for Itself

The tables below show the number of completed jobs needed to cover the full-year advertising cost for each coverage option and ad size.

A. Standard Jobs needed to cover the full-year cost					
Coverage option	Cost	£150 job	£250 job	£500 job	£1,000 job
South Bucks	£799	6 jobs	4 jobs	2 jobs	1 job
Ascot & Sunningdale	£339	3 jobs	2 jobs	1 job	1 job
Maidenhead	£765	6 jobs	4 jobs	2 jobs	1 job
Windsor & Eton	£578	4 jobs	3 jobs	2 jobs	1 job
All 4 editions	£2,232.90	15 jobs	9 jobs	5 jobs	3 jobs

B. Wide Jobs needed to cover the full-year cost					
Coverage option	Cost	£150 job	£250 job	£500 job	£1,000 job
South Bucks	£1,318	9 jobs	6 jobs	3 jobs	2 jobs
Ascot & Sunningdale	£559	4 jobs	3 jobs	2 jobs	1 job
Maidenhead	£1,262	9 jobs	6 jobs	3 jobs	2 jobs
Windsor & Eton	£954	7 jobs	4 jobs	2 jobs	1 job
All 4 editions	£3,683.70	25 jobs	15 jobs	8 jobs	4 jobs

C. Large Premium Jobs needed to cover the full-year cost					
Coverage option	Cost	£150 job	£250 job	£500 job	£1,000 job
South Bucks	£1,450	10 jobs	6 jobs	3 jobs	2 jobs
Ascot & Sunningdale	£615	5 jobs	3 jobs	2 jobs	1 job
Maidenhead	£1,388	10 jobs	6 jobs	3 jobs	2 jobs
Windsor & Eton	£1,049	7 jobs	5 jobs	3 jobs	2 jobs
All 4 editions	£4,051.80	28 jobs	17 jobs	9 jobs	5 jobs

Note

Figures are rounded up to whole completed jobs. Everything beyond that is profit and category ownership for the cycle.



COMPARISON

Why Advertisers Choose Us Over Checkatrade

Pay-per-lead directories have their place — but the economics work differently. Keep Me Card is designed as a fixed-cost, retained local visibility product rather than a crowded listing or shared-lead auction.

	Keep Me Card	Checkatrade / shared-lead platforms
Cost model	Fixed annual cost — known up front	Monthly membership and/or paid lead model
Exclusivity	One trade per category — no rivals beside you	Listed alongside competitors
Lead sharing	Every call comes straight to you	Enquiries can be compared or sent to several trades
Per-lead charges	None — all leads are yours	Per-enquiry or subscription economics can apply
Where you appear	In the home, on the fridge, all year	On a platform the customer must open and search
If you stop paying	You keep the value already delivered	Visibility usually stops with the platform
Trust	Recognised local format since 1983	National online directory
Online profile	Mini-website included free for advertisers	Tied to ongoing membership

Keep Me Card flips the model: one fixed annual cost, your category held exclusively, every lead direct to you, and a presence that sits in the customer's home rather than behind a search box.



PROOF

What Our Advertisers Say

These are two of the trades whose reviews feature on our homepage — both holding the card that keeps their phone ringing.



"The strength of Keep Me Card is that customers already trust the format. When they call, the conversation starts in a much better place than any online lead I have ever had."

Joshua • Roofing Direct • Roofing Contractor



"The work that comes through is genuine and urgent. No price comparisons, no tyre-kickers. People who call from the card need someone now and they call you directly."

Keith • Jetadrain Ltd • Drain Clearance, Surrey



TERMS

Commercial Terms

- 20% deposit payable on order confirmation; balance due 7 days prior to print deadline.
- All prices ex-VAT. Payment by bank transfer, credit/debit card or PayPal.
- A deposit secures your edition and removes it from sale in your category, protecting your exclusivity.
- Advertisers approve final artwork; once production has commenced, payments may become non-refundable.
- Keep Me Card accepts no liability for typographical errors or omissions once artwork has been approved.

Ready to own your category in South Bucks?

One trade per category, per edition. When a position goes, it is gone for the cycle. Check availability for your trade today — we confirm within 24 hours.

Call 07594 927771

keepmecard.co.uk/apply · keepmecard.co.uk/check-availability

We Are Local Ltd t/a Keep Me Card — Company No. 07887938 — trading since 1983