

The Bookmark People

Do people take the back of a bus to bed?

Or, for that matter, a poster advert, a leaflet, a car park ticket or a coffee cup sleeve?

No, they're more likely to take a book to bed because reading books at home is the fifth most popular pastime ahead of gardening and DIY. That makes advertising on a bookmark a highly effective promotional tool.



The mechanism is very simple – a company's (or organisation's) message appears on one side of the bookmark, the library's on the reverse.

The Bookmark People design, produce and distribute promotional bookmarks throughout libraries in the UK and, explains, managing director John Kirk: "Bookmarks are primarily a tool – people pick them up and use them because they're useful.

"So people get the message without having to go and look for the information and the bookmarks are seen many times over. And they get the message at a time when they are most receptive, not among many other competing messages in newspapers, on TV or on the back of buses in moving traffic.

"They may not, at first glance, seem as exciting as TV and radio ads, or spreads in weekend newspapers and glossy magazines, but they're powerful and that's what matters to the advertiser."

Librarians are keen to distribute free bookmarks to their users for two reasons, explains Kirk; they are a very powerful means of getting their own messages across and they help prevent damage to book stock.

Public libraries are the most popular cultural institution in the UK and more people visit them than go to football matches, tourist attractions or museums. There are more than 4,100 permanent public library sites and around 570 mobile libraries in the UK.

The statistics are staggering. It's estimated that –

There are around 324 million library visits per year in the UK

58% of the population are library members (that's more than 33 million people)

48% of library users visit at least once a month.

93% of library visitors rate their library service 'good' or 'very good'

For more information visit www.bookmarkpeople.com

or telephone John Kirk on 0116 210 1424



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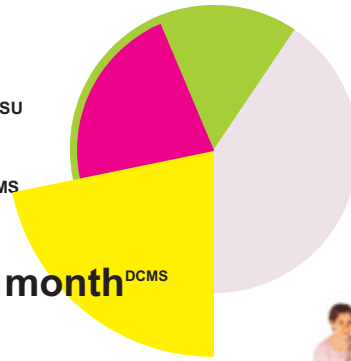
Public library usage in the UK

over 35 million library members

58% of the population are library members ^{LISU}

40% of population are active library users ^{DCMS}

48% library users visit at least once a month ^{DCMS}



4,125 permanent public library sites ^{TRA}

A further 573 mobile libraries take books out to communities including 111,000 housebound readers ^{TRA}



There were 321,546,000 visits to public libraries in 2009-2010 ^{TRA}

321 Million visits

People visiting their library the last year 09/10



Young Library Users ^{DCMS}

77.9% of children aged 5 to 10

71.6% of children aged 11 to 15

36.2% of young people aged 16-24



Adult Library Users ^{DCMS}

1 in 3 adults aged 16-74

1 in 3 (34.4%) of those aged 75+ women (42%) men (35.5%)



Older people ^{DCMS}

43% of adults aged 65-74 (39% in '09/10)

34% of people aged 75+ (33% in '09/10)



Reading books at home is the fifth most popular pastime ahead of gardening, DIY, visiting the cinema, theatre and spectator sports events

^{DCMS}



Libraries and reading ^{TRA}

Libraries are the UK's most significant providers of the reading experience

Public libraries lent 309.3 million books in 2009/2010 - that's 5 books per person

96.6 million children's books, 142.7 million adult fiction, 69.9 million adult non-fiction

The UK's busiest library is Norfolk and Norwich Millennium, which lent 1.1 million items in 2009/2010

Five libraries had more than one million visitors in 2010: Norfolk and Norwich, Birmingham Central, Croydon Central, Newcastle-upon-Tyne and Manchester Central



Reading habits ^{TRA}

60% of adults in most age groups read fiction

70% of children aged six to 14 read fiction

60% of those aged nine to 16 and 35 to 64 read non-fiction

40% of all groups aged 6+ read non-fiction

The value of reading ^{TRA}

Book reading is a special activity and is perceived as quality time

52% of adults read books to relax or relieve stress

27% as a form of escapism

24% as a chance to use the imagination



TRA - [The Reading Agency](#) and [CIPFA](#) Public Library User Survey, Chartered Institute of Public Finance and Accountancy,

DCMS - DCMS, [Taking Part 2009/2010](#): The National Survey of Culture, Leisure and Sport

LISU - [LAMPOST](#) Libraries, Archives, Museums and Publishing Online Statistics Tables

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North Lanarkshire Child Protection Committee

Promoting messages about child protection and what people should do if they have concerns about a child is a sensitive task, but one that needs to be addressed in a way that ensures there's maximum awareness in any community

One of the solutions for the North Lanarkshire Child Protection Committee has been to promote the messages using bookmarks in partnership with local libraries. Fiona Swift, child protection co-ordinator for North Lanarkshire Child Protection Committee, explains: "The bookmark is a cost-effective way of reaching a large public audience to promote a basic message, in our case about the protection of children and what to do if you have a concern about a child.

"They are an attractive method of 'advertising' and have an appeal across all ages. For example, one of our designs also promoted reading and numeracy in younger children and these were given out to every year one primary school child in our area,

reaching the parent as well as the child. And because we can also reach parents, we have used the bookmark to promote specific issues around child protection, including internet safety.

"Bookmarks can be used in books and diaries ensuring the 'messages' are visible for the user over a prolonged period of time, so they're not just looking at a poster, for example, while sitting in the doctor's waiting room."

The committee ordered 20,000 bookmarks in August 2008, 20,000 in July 2009, 40,000 in February 2010, and then 40,000 in June this year.

"We intend to continue to use the bookmark as a method of keeping public attention on the issue of child abuse and promoting the protection of children."

The Bookmark People (Central Community Press Ltd) specialise in helping companies and organisations promote products, services and campaign messages via UK libraries.

Clients include retailers, consumer service providers, government bodies and agencies, the NHS and police authorities, as well as local authorities and their partnerships.

Campaign messages are many and varied, ranging from the opening of a new store through to environmental awareness and road safety campaigns. The mechanism is very simple – a message appears on one side of the bookmark, the library's on the other.

Bookmarks are primarily a tool – people pick them up and use them because they're useful. This means that a message is communicated without people having to go and look for the information and the bookmarks are seen many times over.

Librarians are keen to distribute free bookmarks to their users for two reasons: they are a very powerful means of getting their own messages across and they help prevent damage to book stock. There are more than 4,000 permanent public library sites and around 570 mobile libraries in the UK.

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