

## How to Reach the British

° Since 1991, The British Bureau has reached the British market across Florida for our clients. There are only three ways to reach the British community in Florida outlined below. Each is effective. To find out more, email your business query to: [adrates@britishflorida.com](mailto:adrates@britishflorida.com) or call [305] 371-9340

1] REACH FLORIDA BRITS WITH AN AD ON THIS WEBSITE. There are various spots and types of ads, text or fullcolour banner ads. Rates vary by placement. Request adrates: [adrates@britishflorida.com](mailto:adrates@britishflorida.com) Must include your name and phone number.

2] EMAIL BLAST We send out an eBritNews email to the local British community in the city you specify. The British Bureau has the only British contacts database in every Florida zipcode. So we can reach the British community in all Florida cities for our clients, from Sarasota to Orlando to Jacksonville to Miami to Ft. Lauderdale to Palm Beach to Naples--wherever resident Brits reside and work. The eBritNews goes out direct to the computer of thousands of British individuals, including British clubs, British businesses, British associations, the British Consulate, Florida Association of British Business members, British-American Chamber chapters, British pubs and English tearooms. We also send it to the many Americans who have British spouses or business partners and others connected to the British community and to our UK associates, clients and FABB members. The additional strength of the eBritnews is that recipients forward it to other Brits in their address books, thus reaching an even greater market for you. You are paying for the use of our vast British contacts database built up over 21 years, which takes thousands of business hours and dollars every year to maintain, plus professional copywriting skills. Do you have an event to promote to the British community? Sell more tickets by sending out an eBritNews direct to Brits, publicising your event. Do you want to hire British staff for your company? EMPLOYERS: We have had particular success with our niche head-hunting service, for employers wanting to hire Brits. We have a long list of satisfied cilents which have used our marketing services---businesses, PR/Media agencies, show promoters and others. See the list on CLIENTS and MEDIA page on this website. [ NOTE: We reserve the right to decline any eblast client requests for various reasons and never bombard our British database with Spam] .

Example 1 of hundreds: In October 2000, Bloomingdale's in Boca was hosting a promotion of Wedgwood English china with Her Highness the Duchess of York, Sarah Ferguson making a personal appearance. Obviously the British community would be hugely interested in attending this event. Bloomingdale's and Wedgwood PR people did not have a British contacts database, so they hired the British Bureau to invite South Florida Brits. As a result their audience was full of local Brits who bought china, making buck\$\$\$ for Bloomies!

Example 2 in 1998: A California TV company making a programme needed to find a British person anywhere in USA who has built a British pub inside their home. They would fly their crew to anywhere in 50 states to film it. They had heard about my work even in California and phoned me. I found them their needle in a haystack--the ONLY one. They happily paid my fee, flew a crew to Florida, filmed and aired the show. "There would have been no programme without you Patricia," the producer told me. NOTE: Every client who has used the eBritNews service has reported great response. One Ft. Lauderdale employer seeking British staff was so pleased he used our service 3 times. Another told me: " Patricia, within hours of your email going out I had the British applicants I wanted...with more coming in for days. All local Brits. Thank you--and yes we hired people from your email.

3] UNION JACK BRITISH NEWSPAPER. REACH FLORIDA BRITS via a print ad in the Union Jack Newspaper, established 1982. Their national British newspaper reaches the entire expat British community and American Anglophiles in Florida and all 50 states. It is also sent by subscription to the UK. FOR PRINT ADRATES email to: [britishflorida@aol.com](mailto:britishflorida@aol.com) On subject line put: UJ News adrates

