

Competitor Comparison

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	LocalMole.co.uk	Touch Local	Thomson	Yell.com
Name of Product	 <p>Premium Listing</p>	Standard Category	Online Classified Info Page	Priority Ad + Web Link
Cost** +VAT	£199	£295	£300	£220 - £400
Priority over free listing	✓	✓	✓	✓
Business profile	5 bullet points +250 character description	6 bullet points	5 bullet points	6 bullet points
Contact page	Contact form, map, email	Contact form, map, email	Contact form, map, email	Contact form, map, email
Business information	1000 character business description	500 characters + products offered	✗	Additional fee £50 P/A
Images/logos	Up to 6	✓	PDF upload of print directory ad	Additional fee
Weblink	✓	Additional charge of £100 P/A	✓	✓
User reviews	✓	✓	✗	✗
Special offers	✓	✓	✗	✓

Product offerings vary but where possible like for like products have been compared. **Correct at time of going to print.