

Keep Me Card – Royal Borough of Kingston-upon-Thames Emergency Trades Advertising Pack

What is the Keep Me Card?

The Keep Me Card, established in 1983, is a premium, emergency-only local advertising platform designed for moments when homeowners must act fast.

The Keep Me Card is not a directory, a leaflet, or a comparison site. **It is a trusted emergency reference kept in the home and used under pressure — when response time, trust, and professionalism matter more than price.** Delivered annually across Surrey, Greater London and Berkshire within council boundaries and excluding estate dominated areas – it appeals to more affluent adult families and older generations.

Home and business owners 'keep' the card because they know one day they may need your services, **they trust the card and they trust the trades on the card – because we carefully select them.** We have selected you on the basis of your qualifications, experience and reviews.



ROOFING DIRECT EMERGENCY REPAIRS – 10 YEARS+ ADVERTISER

Why Emergency-Only Advertising Works

Emergency and call-out customers are the most valuable source of new work for a quality trade business - **in a real emergency, customers do not browse, compare, or negotiate. They decide fast and want one thing: a professional, qualified, reliable and honest trade who can attend when needed.**

Keep Me Card positions you as the first call in that moment.

- **Urgency-led behaviour – customers act immediately, not after price comparison**
- **Higher-quality enquiries with faster call-to-job conversion**
- **Homeowners seek reassurance and credibility under pressure**
- **Strong repeat usage year after year due to physical retention in the home**

That first job typically leads to repeat work, servicing, maintenance, upgrades, referrals, and long-term household value.



KEPT ON FRIDGES & NOTICEBOARDS – YOUR NUMBER WHEN NEEDED

We Offer Trade Exclusivity – You Will Be The One & Only

The trade business owner's problem is not demand. The problem is competition.

Google, directories, and lead platforms force you into lists and price pressure. The Keep Me Card removes this competition entirely. **For each emergency category, there is one appointed trade on each area edition – so you own the local area.**

Only one trade per category is appointed across each local edition:

- **Emergency Plumber**
- **Emergency Electrician**
- **24/7 Locksmith**
- **Drain Clearance**
- **Heating Engineer**
- **Emergency Roofer**
- **Emergency Glazier**
- **Pest Control**
- **Emergency Tree Surgeon**
- **Appliance Repairs – Fast Call-Out**

The Keep Me Card Advantage

We are dedicated only to promotion of quality, qualified, reliable and honest trades who offer a genuine emergency and/or call-out service. To those that meet our verification process, we offer significant benefits that cannot be found online:

- **Emergency trades only – no lifestyle or non-urgent advertisers**
- **Category exclusivity per card area**
- **Long-established local format trusted by households**
- **Physical presence in the home – not reliant on online algorithms**
- **Designed specifically for high-stress, time-critical situations**
- **Established trust before you reach the customer's home or business**
- **Proven to work for over 40 years**

Keep Me Card Advertising + Emergency Trade Membership Offer

When you advertise on the Keep Me Card, you also become a verified member of our Emergency Trades network for the duration of the edition. This combines a guaranteed physical presence in local homes (on the Keep Me Card) with an ongoing trust and conversion layer online.

What Your Membership Includes

- Printed placement on your chosen edition(s).
- Category exclusivity (e.g. one electrician, plumber, roofer etc per edition).
- Verified online trade profile linked directly to your business.
- Emergency availability and coverage confirmation.
- Digital verification badge for use on your website and Google profile.
- Priority visibility on the Keep Me Card website.
- Preferential pricing on additional digital marketing services.
- Renewal protection (where applicable) – first refusal for the following year.

Supporting Your Online Enquiries

Even in emergencies, many homeowners double-check online before calling. Membership gives access to practical support designed to remove hesitation at that moment.

- Google Business Profile review & emergency-intent optimisation (discounted).
- Review strategy aligned to urgent call-out services.
- Website conversion review focused on calls (not clicks).
- Consistent messaging across the card, Google, and your website.

Our Unique Selling Proposition

- **Emergency-only trades: no lifestyle or non-urgent advertisers.**
- **Strict category exclusivity per edition.**
- **Trusted local history and repeat annual delivery.**
- **Physical presence in the home – not reliant on algorithms.**
- **Designed specifically for high-stress, time-critical situations.**

The Kingston Borough Area Keep Me Cards 2026/27 – Delivery & Pricing

The Kingston Borough area is covered by three separate cards. This allows trades to pick specific local areas, or serve the borough as a whole. The 2026/27 cards cover the following areas:

- **Edition 1: Kingston Core (KT1 & KT2)**
- **Edition 2: Surbiton & Berrylands (KT5 & KT6)**
- **Edition 3: Worcester Park & New Malden (KT3 & KT4)**

We operate a discount structure based on the number of editions you book advertising on and a further discount for payment with order. Payment can be via credit/debit card, PayPal or via bank transfer. Our discount structure is as follows:

- 5% discount with 2 editions
- 10% discount with all 3 editions
- 10% discount to full payment with order

Trade Commitments & Quality Standards

- Commitment to genuine emergency call-outs
- Promptly answering calls and enquiries
- Relevant qualifications, experience, and insurance
- Compliance with Fair Pricing and Treating Customers Fairly policies

Edition 1: Kingston Core Delivery Area

Cards Delivered: 20,000

Postcodes Covered:

- KT1 1 – Kingston Town Centre & surrounding residential streets
- KT1 2 – Norbiton
- KT1 3 – North Kingston

- KT2 5 – Canbury & riverside housing
- KT2 6 – Coombe Road corridor & surrounding streets

Edition 2: Surbiton & Berrylands Delivery Area

Cards Delivered: 15,000

Postcodes Covered:

- KT5 8 – Berrylands residential area
- KT5 9 – Berrylands & Tolworth-side residential streets
- KT6 4 – Central Surbiton & Maple Road area
- KT6 6 – Surbiton & Long Ditton-side residential streets

Edition 3: Worcester Park & New Malden

Cards Delivered: 20,000

Postcodes Covered:

- KT3 3 – Worcester Park & Motspur Park residential streets
- KT3 4 – Worcester Park central residential area
- KT3 5 – New Malden west-side residential streets
- KT3 6 – Malden Manor & surrounding residential roads
- KT4 7 – Worcester Park south-side residential streets
- KT4 8 – Old Malden & Worcester Park border residential areas
- KT5 8 – Berrylands residential area

Pricing 2026/27

Ad Type	Edition1 Kingston (20k)	Edition2 Surbiton (15k)	Edition3 Worcester Park (20k)	2 Editions Total (5% off)	3 Editions Total (10% off)	3 Editions + Pay in Full	
Wide (130 x 40)	£845	£785	£845	£1,548	£2,228	£2,005	All 3 for

mm)							£2,005
Premium (64 x 60 mm)	£745	£695	£745	£1,368	£1,966	£1,770	All 3 for £1,770
Standard (64 x 40 mm)	£425	£395	£425	£779	£1,120	£1,008	All 3 for £1,008

Worked Example – Wide (130 x 40 mm)

Single Edition (Kingston): £845

Two Editions (Kingston + Surbiton) (5% off): £1,548 – Save £82 + Pay in full (£154.80) = Total Saving £236.80

All 3 Editions (10% off): £2,228 – Save £247

All 3 + Pay in Full (additional 10%): £2,005 = Total Saving £470

Commercial Terms

- A 20% refundable deposit is payable on booking confirmation. This is refundable up to two weeks prior to the print deadline or if for any reason we are unable to print and distribute the card
- Balance is payable two weeks prior to print
- An artwork design fee of £85.00 is payable with the balance payment.
- All prices are ex-VAT

Verification Process

All advertisers are vetted via our verification form, including checks on qualifications, insurance, experience, review history, and emergency availability. Only verified trades are accepted onto the card. Failure to respond to emergency enquiries may result in removal from the card in future editions. Trade Eligibility, Policies & Verification

All advertisers must meet the following standards:

- **Be committed to genuine emergency call-outs and availability.**
- **Answer calls promptly and respond to messages.**
- **Hold relevant qualifications and accreditations.**
- **Be experienced, well-rated, and fully insured.**
- **Comply with Fair Pricing and Treating Customers Fairly policies.**

The 3 Strike Rule

We understand that from time to time disputes may arise between trades and their customers. In such circumstances, and only if we are asked, we will seek to mediate. If we receive 3 or more complaints we will automatically disqualify any trade from all future card editions.



JETADRAIN A 20+ YEAR ADVERTISER

CARD LAYOUT/AD SIZES & AVAILABILITY 2026/27

EMERGENCY INFORMATION KEEP ME CARD

KINGSTON COUNCIL 2026/27 EMERGENCY & TRADE CALL OUT NUMBERS KINGSTON, SURBITON, NORBITON, COOMBE, BERRYLANDS, SOUTHBOROUGH

 **Police/Fire/Ambulance 999**
Non-Emergency Police 101
Crimestoppers 0800 555 111

 **NHS 24x7 Helpline 111**
Wexham Park A&E 0300 614 5000
Wycombe Hospital 01494 526 161

 **Gas Emergency 0800 111 999**  **Power Cut 105**

 **DVLA 0300 790 6801**  **Thames Water 0800 316 9800**

 **The Samaritans 116 123**  **Childline 0800 1111**

 **NEED A PLUMBER? ?????**  **PEST PROBLEMS? ?????**

 **TREE SURGEON ?????**  **LOCKED OUT? 07967 969 210**

 **BROKEN GLASS? ?????**  **BLOCKED DRAIN? ?????**

NO HEATING OR HOT WATER?

 **Surrey Heating Specialists**

 **1,200+**
Verified Reviews
★★★★★

Emergency Call or WhatsApp:
07784 067 425
(or Office: 020 8016 2951)

Repairs • Servicing • Installations • Contracts

64MM

**AVAILABLE
EMERGENCY TRADE**

40MM

ROOFING CONTRACTORS

- ALL ROOFING WORK UNDERTAKEN
- NEW ROOF SPECIALISTS
- 20+ YEARS LOCAL EXPERIENCE
- 24/7 EMERGENCY CALL-OUTS
- 25 YEAR GUARANTEE



10% OFF
with this card

 **ROOFING
DIRECT**

Get your
FREE
quote now!

0800 987 5998
07534 018 195
ROOFING-DIRECT.COM

64MM

**AVAILABLE
EMERGENCY TRADE**

40MM

24 HOUR EMERGENCY LOCKSMITH

THAMES LOCKS

EMERGENCY DOOR & LOCK OPENING SERVICE

 NEW LOCKS SUPPLIED FITTED & REPLACED
UPVC MULTIPOINT LOCK SPECIALISTS
COMMUNAL DOOR MAINTENANCE
ACCESS CONTROL & INTERCOMS

www.thameslocks.co.uk thameslocksmiths@gmail.com

01372 879 599 / 07967 969 210

**KEEP
ME
CARD**

**CHECKED BY US &
TRUSTED BY YOU
SINCE 1983**

✓ CHECKED
✓ REVIEWED
✓ TRUSTED

NEED A JOB DOING?
SEE OUR WEBSITE FOR VERIFIED
LOCAL BUSINESSES
www.keepmecard.co.uk



COUNCIL SERVICES KEEP ME CARD

THE ROYAL BOROUGH OF KT1 KT2 KT5 KT6
KINGSTON UPON THAMES 2026/27
EMERGENCY & VERIFIED TRUSTED TRADES

KINGSTON BOROUGH COUNCIL
020 8547 5000



RSPCA 0300 102 4461
Local 24/7 Vet 020 8783 2850



Citizens Advice 020 3166 0953
Trading Standards 0808 223 1133



Age UK Kingston 020 8942 8256
Age UK 03454 04 05 06
Alzheimer's Society 0333 150 3456



National Rail 03457 48 49 50
Transport for London 0343 222 1234
Heathrow Airport 0344 335 1801



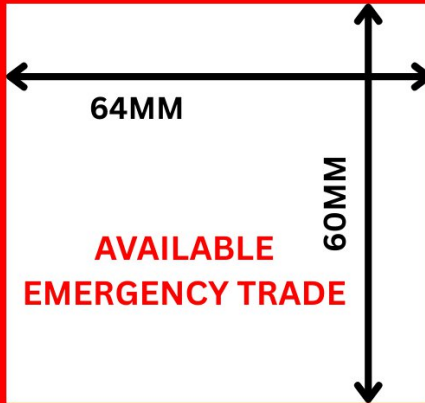
Potholes, Graffiti, Fly Tipping?
www.fixmystreet.com



HEATING PROBLEM? 07784 067 425
SURREY HEATING SPECIALISTS



LOCKED OUT? 07967 969 210
THAMES LOCKSMITHS 24/7



**YOU'LL BE
GLAD YOU KEPT
THIS CARD!**

DISCLAIMER: The businesses on this card have been personally checked by We Are Local Ltd, but it remains your responsibility to check their terms & conditions and seek customer references before employing any services. We Are Local Ltd does not accept any liability for damage, injury or loss.



BOOKING & NEXT STEPS

To make a provisional booking please complete the following steps:

1. Choose your card editions, either one, two or three editions (subject to availability).
2. Complete our onboarding form [here](#):

