

## ANMW Statistics & Retailer Categories

Dated: November 2015

### National Newspapers and Magazines: Number of Retailers by ANMW Classification

Classification	2009	2010	2010*	2011	2012	2013	(June) 2014	(Dec) 2014	Market share 2014 (June)	(June) 2015	Market share 2015 (June)	Market share change YoY	Number of outlets change YoY	% of outlets change YoY
Captive Market	520	736	891	761	808	747	578	765	1.0%	757	1.3%	0.3%	179	31.0%
Convenience: City Centre	675	672	649	612	664	657	657	644	1.2%	639	1.1%	-0.1%	-18	-2.7%
Convenience: Forecourt	1466	1492	1406	1374	1386	1439	1605	1635	2.9%	1650	2.9%	0.0%	45	2.8%
Convenience	14951	15757	15762	16432	16946	17401	17749	17883	32.1%	18040	31.9%	-0.2%	291	1.6%
Newsagents	15284	14399	14322	14060	13764	13430	12930	12753	23.4%	12711	22.5%	-0.9%	-219	-1.7%
Ferries	44	46	46	41	43	40	44	42	0.1%	45	0.1%	0.0%	1	2.3%
Grocery General Store	7378	6832	6808	6762	6684	6462	6270	6235	11.3%	6210	11.0%	-0.3%	-60	-1.0%
International Travel Point	130	130	143	134	152	160	155	151	0.3%	150	0.3%	0.0%	-5	-3.2%
Miscellaneous	2471	2229	2122	3596	2789	2210	2491	2798	4.5%	2805	5.0%	0.5%	314	12.6%
Major Store with News	1808	1658	1667	1726	1711	1692	1466	1472	2.6%	1467	2.6%	-0.1%	1	0.1%
Petrol Forecourt	4276	4079	4195	4194	4409	4365	4148	4127	7.5%	4128	7.3%	-0.2%	-20	-0.5%
Roundsman	916	974	900	910	873	794	762	803	1.4%	818	1.4%	0.1%	56	7.3%
Seasonal	318	325	320	347	393	369	364	235	0.7%	358	0.6%	0.0%	-6	-1.6%
Motorway/Major route Service Area	317	307	298	297	297	292	277	270	0.5%	274	0.5%	0.0%	-3	-1.1%
Street Point / Kiosks	170	149	146	135	124	120	110	109	0.2%	106	0.2%	0.0%	-4	-3.6%
Supermarket / Hypermarket	3215	3133	3246	2766	2811	2931	2982	3629	5.4%	3654	6.5%	1.1%	672	22.5%
Travel Point / Travel Stations	810	760	756	756	722	689	661	646	1.2%	646	1.1%	-0.1%	-15	-2.3%
University / College Shops	79	72	73	73	76	76	72	68	0.1%	67	0.1%	0.0%	-5	-6.9%
<b>Total</b>	<b>54828</b>	<b>53750</b>	<b>53750</b>	<b>54976</b>	<b>54652</b>	<b>53874</b>	<b>53321</b>	<b>54265</b>	<b>100.0%</b>	<b>54525</b>	<b>100.0%</b>	<b>2.2%</b>	<b>1204</b>	<b>2.3%</b>
Specialist Retailers Supplied by WWMD	2986	2994	2994	3074	2840	3039	4135	4130		3801			-334	-8.1%
<b>Overall Total</b>	<b>59823</b>	<b>58754</b>	<b>56744</b>	<b>60061</b>	<b>59504</b>	<b>58926</b>	<b>59470</b>	<b>58395</b>		<b>60341</b>			<b>871</b>	<b>1.5%</b>

All Classifications: Net increase of 1204 news trade outlets (+2.3%) year on year – mainly due to Aldi’s national stores opening.

Convenience remains the growth sector + 1.8% increase year on year and is the largest classification.

The decline in CTN classification -1.7% is mainly due to the re-formatting of existing stores to become convenience stores.

The largest increase has been in the small Captive classification with a 31% increase, reverting back to previous years.

There has also been a decline in Petrol forecourt -0.5%

Grocery has seen an increase 6.6% made up of General Grocery stores – 1% and Supermarkets/ Hypermarkets + 22.5% - mainly due to the introduction of supplies into Aldi

The small Travel classification has also declined by -2.3% .

The miscellaneous classification which includes retailers who only take selected products have also seen an increase of circa 12.6%.

Specialist stores supplied by WWMD have seen an 8.1% decline.

**National Newspapers and Magazines: Average Price per Copy Sold\***

	2009	2010	2011	2012	2013	2014
	£	£	£	£	£	£
Daily Newspapers	0.54	0.55	0.59	0.63	0.69	0.73
Sunday Newspapers	1.46	1.46	1.32	1.26	1.33	1.41
Magazines	1.44	1.41	1.64	1.70	1.80	1.81

Magazine prices continue to see a greater decline of lower price weeklies compared to monthlies which are higher price.

**National Newspapers and Magazines: Average Crude Availability\***

	2009	2010	2011	2012	2013	2014
Daily Newspapers	80.3	78.7	81.9	81.2	79.9	81.8
Sunday Newspapers	79.3	78.4	80.2	78.7	78.8	80.5
Magazines	77.4	80.1	74.5	75.4	75.7	74.7

\* Number of retailers returning copies divided by the number of retailers stocking copies