

ANMW Statistics & Retailer Categories

Dated: September 2013

Retailers

Convenience is the growth sector +2% increase year on year and is the largest classification.

There has been a small decline in City Centre- 1% but increases in both Petrol forecourt +4% and Neighbourhood + 3%.

The decline in CTN classification -2% is mainly due to re-formatting of existing stores to become convenience stores.

Grocery has seen a small decline -1% made up of General Grocery stores- 3% and Supermarkets/Hypermarkets + 4%.

The small Travel classification has also declined by -3% and High street by -1%. The small specialist classification has also declined -16%.

The miscellaneous classification which includes retailers who only take selected products have also seen a reduction of circa -20%. A small number have moved into existing classifications with the remainder no longer taking selected news products.

Pricing- headline remains the same

Sundays fluctuation due to the closure of the NOW & cover price of Sunday Sun

Magazine prices due to faster decline of lower price weeklies in the last two years v better performance in monthlies which are a higher price.

Classification	2009	2010	2010*	2011	2012	2013
Captive Market	520	736	891	761	808	747
Convenience: City Centre	675	672	649	612	664	657
Convenience: Forecourt	1466	1492	1406	1374	1386	1439
Convenience	14951	15757	15762	16432	16946	17401
Newsagents	15284	14399	14322	14060	13764	13430
Ferries	44	46	46	41	43	40
Grocery General Store	7378	6832	6808	6762	6684	6462
International Travel Point	130	130	143	134	152	160
Miscellaneous	2471	2229	2122	3596	2789	2210
Major Store with News	1808	1658	1667	1726	1711	1692
Petrol Forecourt	4276	4079	4195	4194	4409	4365
Roundsman	916	974	900	910	873	794
Seasonal	318	325	320	347	393	369
Motorway / Major route Service Area	317	307	298	297	297	292
Street Point / Kiosks	170	149	146	135	124	120
Supermarket / Hypermarket	3215	3133	3246	2766	2811	2931
Travel Point / Travel Stations	810	760	756	756	722	689
University / College Shops	79	72	73	73	76	76
Total	54828	53750	53750	54976	54652	53874
Specialist Retailers Supplied by WWMD	2986	2994	2994	3074	2840	3039
Overall Total	57814	56744	56744	58050	57492	56913

Average Price per Copy Sold

National Newspapers and Magazines: Average Price per Copy Sold*	2009	2010	2011	2012
	£	£	£	£
Daily Newspapers	0.54	0.55	0.59	0.63
Sunday Newspapers	1.46	1.46	1.32	1.26
Magazines	1.44	1.41	1.64	1.70

Average Crude Availability

National Newspapers and Magazines: Average Price per Copy Sold*	2009	2010	2011	2012
Daily Newspapers	80.3	78.7	81.9	81.2
Sunday Newspapers	79.3	78.4	80.2	78.7
Magazines	77.4	80.1	74.5	75.4

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