

Retailers

Make Coupons Work for You – The Smart Retailers Guide

Make coupons make money for you	Accepting magazine coupons in store promotes sales and increases till receipts and turnover. Magazine publishers support the Institute of Sales Promotion in aiming to promote the use of coupons in generating extra sales and safeguarding redemption value to the retailer.
Make sure it's the right title & issue	Customers may try to redeem coupons against the wrong title or issue, which may lead to rejection by your wholesaler and loss of revenue to you. Always check that coupons are being presented with the right title and issue.
Make sure coupon dates are valid	When accepting vouchers make sure that they have not passed their redemption date. Your wholesaler may reject vouchers which are out of date.
Make sure coupons are valid in your store	Coupon issuers may limit promotions for redemption to particular stores. Check to see if there is a list of eligible stores and check coupons presented to make sure they are valid for redemption in your shop or store.
Make sure coupons are valid for the product purchased	Coupons are NOT TRANSFERABLE; they cannot be used against anything other than the intended product. Your wholesaler will check coupons against your magazine supply & will not accept coupons against products you do not stock.
Make sure your customer is being honest with you	Don't get ripped off! Check carefully all high value coupons and ones that appear to have been printed off the Internet. Accept only vouchers you feel sure about.

Publishers have worked closely with wholesalers and retailers organisations and the Institute of Sales Promotion to improve safeguards in redeeming coupons in store

Please keep these guidelines in mind (and displayed prominently) at all times to ensure that magazine coupons work profitably for you

**For more details on newstrade coupons please refer to:
Industry Best Practice Guidance on the Design, Production & Processing of Vouchers within the News Industry
[ANMW Best Practice Document](#)**