



THE SMART PUBLISHERS GUIDE TO



MAGAZINE “VALUE PACKS” – CODE 50 BAR CODES

(Updated October 2009)



Publishers create “value packs” containing selected magazines and distribute them as a separate product.

- Magazine ‘Value Pack’ product must have a unique, clearly visible printed bar code on the front of the pack that complies with existing magazine industry best practice.
- The bar code symbol size must correspond with current PPA/ANMW Bar Code Best Practice Guidelines. Minimum size 80% magnifications with maximum 50% truncation.
- Issue number and recall dates should also be included near the barcode symbol, located within the surrounding white panel.
- Issue numbering must follow the same principles used for standard magazines (see above).
- Single one-off issues should be coded as Issue 01.
- The name on the National Title File / Internal Issue File should be the same as the name on the ‘50’ bar code product.
- For Products supplied within the Value Packs
 - All bar codes must be removed from the magazine copies contained within the pack.
 - In place of the bar code, copies to be printed with the legend ‘*SOLD AS PART OF A VALUE-PACK. NOT FOR RESALE*’
 - Cover price to be printed on the product to qualify for ABC inclusion, but should be ‘crossed through’ to avoid ambiguity.

Structure of the ‘50’ Barcode

- The first 10 digits will be unique to each value pack series comprising:
 - 50 - Country Code
 - nnnnn - Five digit Manufacturer Code as allocated by GS1 (UK)
 - nnn - Sequential code – starting 001 - issued by publisher/distributor systems to identify series
- The 11th and 12th digits will start from 00 and will increment by one whenever the price of the product is amended.
- The 13th digit is a check-sum to verify the digits 1-12
- The 14th and 15th digits are the (last 2 digits of) the issue number



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'POLYBAGGED' MAGAZINES

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"Polybagged Magazines" are becoming a popular promotional tool for Publishers. However special care must be taken when a magazine is polybagged to ensure the bar code is easily accessible for retailers and for wholesalers to scan **after** the product is "finished". To ease the electronic data capture process some publishers have started printing a bar code on the actual polybag. This is fine in principal but the publisher must check the barcode scans and it has been placed correctly

The scenarios below are real and have generated issues for the supply chain.

BAR CODE ON POLYBAG

1. The bar code on the polybag wrapper was too close to the corner.

Impact: The polybag wrapper is always wider than the magazine. This resulted in the barcode wrapping around the corner of the polybag preventing the retailer from scanning the barcode.

Solution: To print the barcode a sensible distance away from the edge of the polybag

2. When the polybag was folded to seal the magazine and gift the fold covered the bar code printed on the polybag wrapper.

Impact: The retailer was unable to scan. This resulted in no EPOS data transmitted to Wholesalers for SBR

Solution To print the barcode a sensible distance away from the edge of the polybag

BAR CODE ON MAGAZINE

3. The "free" magazine within the polybag also had a printed barcode.

Impact: Retailers and Wholesalers randomly scanned either barcode. This resulted in incorrect EPOS data transmitted to Wholesalers for SBR, credit rejections for the Retailer and incorrect Claims data for the Distributor

Solution Publishers should ensure that all free magazines placed in a polybag do **not** have a printed barcode or retail price.

4. The polybag had a printed band across the bottom which covered the bar code on the magazine

Impact The retailer was unable to scan. This resulted in no EPOS data transmitted to Wholesalers for SBR and Wholesalers having to rip the polybag to scan returns

Solution Publishers to consider the design of the total product to ensure it passes smoothly through all stages of the supply chain.

FREE GIFTS INSIDE THE POLYBAG

5. The outsourcer had stuck the gift on the magazine obscuring the bar code.

6. The printed band covered at least half the magazine with the other half covered by the free gift obscuring the barcode

7. The magazine bar code was positioned in the bottom right hand side and when the loose free gift settled it covered the bar code

Impact The retailer and wholesaler were unable to scan the barcode. This resulted in no EPOS data being transmitted to Wholesalers for SBR and Wholesalers having to manually process returns.

Solution Publishers to consider the design of the total product to ensure it passes smoothly through all stages of the supply chain by clearly briefing outworkers.