

## **PRESS RELEASE – ALLOCATION OF SUPPLY AND DISTRIBUTION OVER BANK HOLIDAYS**

In response to retailer feedback members of the Press Distribution Forum have acted swiftly to review copy allocations and distribution arrangements for Bank Holidays. Difficulties over the Christmas period highlighted there was a need to improve process; the new arrangements will be in place in time for Easter and the Royal Wedding.

The PDF held a workshop for newspaper publishers and wholesalers to review copy allocation for the Christmas – New Year period 2010-11.

### Findings

It was generally agreed that there was scope for improvement in allocation of newspapers over this period.

Members of the PDF had noticed that there had been more complaints about this period than previous years and there were reports of retailers being cut below HND sales.

The two most difficult days had been Boxing Day (Sunday) and New Year's Day (Saturday).

The contributory factors affecting these days were:

- It had been 6 years since these days last fell on a weekend
- Pre-production of colour magazines meant supplies were constrained by these amounts
- Snow in previous week had suppressed sales lowering base sales
- Better weather at the holiday time stimulated more shoppers post-snow
- Retailer closure patterns were disruptive and in some cases misinformed
- News on Joanna Yates murder / Cricket Ashes had stimulated demand
- A number of retailers had not opened but had not cancelled their supplies
- The growth of sub retailing has led to more retailers being "off the radar" of allocation systems

The workshop was both constructive and productive, and the following actions emerged.

Wholesalers will each create an allocation plan in good time before the next holiday period:-

- Retailers will be asked for input on future supplies
- Wholesalers will create a list of retailers who sub-retail
- Wholesalers will create a list of retailers who sold out completely
- Wholesalers will create a list of retailers where supplies were excessive

### Easter and the Royal Wedding

It was recognized that Easter and the Royal Wedding will be particularly challenging this year and the PDF will hold another workshop in March to plan copy allocation and ensure actions are in place.

Reporting on the workshop Nigel Lomas said, 'This is a great example of how the PDF members can work together to improve process and raise awareness of the practical problems which have a big impact on retailers and their customers'.



END

## Editors Notes

The purpose of the Press Distribution Forum (PDF) is to provide a self regulated forum for associations and companies involved in the supply and distribution of newspapers and magazines and to ensure the continuation of a diverse and plural press with its widespread availability to retailers and consumers.

Full membership of the PDF is open to bona fide trade associations and such companies as are nominated by relevant trade associations, involved in the newspaper and magazine supply chain.

Current members are as follows:

Association of Newspaper and Magazine Wholesalers (ANMW)  
Newspaper Publishers Association (NPA)  
Professional Publishers Association (PPA)  
Smiths News Ltd  
Menzies Distribution Ltd as ANMW company nominations.

### Central Administration

**Press Distribution Forum Ltd**  
67a South Street  
Stanground  
Peterborough  
PE2 8EX

### Contact Details

Dorothy King  
Tel: 0843 289 3967  
Email: [admin@pressdistributionforum.com](mailto:admin@pressdistributionforum.com)  
Web: [www.pressdistributionforum.com](http://www.pressdistributionforum.com)