

## **PRESS RELEASE**

### **PRESS DISTRIBUTION FORUM MEETS TO DISCUSS NEWSPAPER ALLOCATION TO RETAILERS OVER EASTER / ROYAL WEDDING PERIOD APRIL 2011**

The Press Distribution Forum held a workshop on March 22<sup>nd</sup> to discuss sales opportunities and newspaper supply allocation for the forthcoming Easter / Royal Wedding holiday period.

Present were representatives of the NPA publishers and the ANMW wholesalers.

'It was agreed that the Perfect storm of school holidays, Easter bank holidays and the Royal Wedding will make forecasting demand and allocating supplies, to individual retailers extremely challenging. However, the PDF had learned from the Christmas period that taking certain actions ahead of the publishing deadlines would enable a more optimal performance.

It was agreed that:-

- All newspaper suppliers would write to all retailers and offer them the opportunity to have input into the allocation process. Deadlines for this process would be communicated to retailers. These communications will be accompanied by a request for retailers to give visibility of HND and sub-retailed copies so that these can be ring fenced in allocations
- Retailers will be able to request revisions to supply by returning their order forms, calling the contact centres, or where appropriate inputting via suppliers web sites.
- Wholesalers will validate requests against available copy and past history. Where requests can't be accommodated or are unreasonable, wholesalers will communicate with retailers and explain.
- Retailers with Christmas shortfalls will be phoned and plans established for the forthcoming holidays.
- Performance measurements will be recorded and a post-holiday workshop will be held to analyse performance and to seek continuous improvement.

Speaking on behalf of the PDF, Nigel Lomas said, "This will be a really difficult period to get all the numbers right but publishers and wholesalers will all be doing everything they can, and these actions, coupled with retailers cooperation, should help to minimise sell outs."

End.