

Press Distribution Forum



Quarterly report covering period July - September 2011

- 1) The PDF was inaugurated on 9th September 2010 and a constitution was agreed with the following objectives:

Objectives

- i) To bring together on a voluntary self regulatory basis key stakeholders of the Press supply chain in a Forum that focuses on:
 - a. Serving consumers in the most efficient manner to ensure the widespread availability of newspapers and magazines.
 - b. The high level issues facing the sector to best ensure its ability to continue to provide the required level of service to all stakeholders in the supply chain in the most efficient manner.
 - c. Current and future service performance including monitoring and complaints resolution.
 - d. Environmental issues, changes in legislation and developments in technology.
 - e. Measures aimed at improving the total supply chain efficiency of newspaper and magazine distribution in the United Kingdom.
 - f. Communications designed to inform government and stakeholders of developments in the Press supply chain.
- ii) It is recognised that publishers, distributors, wholesalers and retailers may have individual bilateral relationships and the PDF will not impact on these relationships.
- iii) The PDF is intended to function as a collaborative coalition or "council of the willing".

Board Meetings

- 2) The PDF have met at board meetings on a regular basis since its inauguration
 - 9th September 2010
 - 30th September 2010 CC
 - 28th October 2010
 - 18th November 2010 CC
 - 30th November 2010
 - 27th January 2011
 - 24th February 2011
 - 31st March 2011
 - 19th April 2011
 - 26th May 2011
 - 30th June 2011
 - 28th July 2011
 - 29th September 2011

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Board Members

3) The PDF board members are :

•	Adrian Smith	-	Chairman
•	Mike Mirams	-	PPA
•	Nicola Rowe	-	PPA
•	Nigel Lomas	-	NPA
•	Mike Newman	-	NPA
•	Lucy Ukoumunne	-	NPA
•	Mark Charlton	-	Smiths News
•	David Morton	-	Menzies Distribution

Administration and Website

4) All Press Releases are published on the PDF web site, together with recruitment campaigns .

Monthly updates on Wholesale and Publisher KPI's for Transparency and Performance are published. (Appendix 1)

The Press Distribution Review Panel (PDRP) Minutes are now published on the web site.

5) Retail Communications

Over the 4th quarter COU have continued to receive calls from retail and trade associations. Majority of these calls are initial point of contact and general enquiry, with a low percentage actually escalating into a Stage 2 complaint.

The communication initially is clarifying the process of how to log a Stage 2 Fast Track Resolution with the Wholesaler or Publisher, with the majority of the enquiries resolved before entering into Stage 2 FTR or being fully resolved and not initiating Stage 3 Arbitration - this making the process quicker and more direct working closer with the retailers.

There has been a significant increase on calls handled from retailers enquiring about the PDF Retail Forum, being held on 6th October, at Broxbourne Print Centre, requesting details of the event and discussion regarding the PDF.

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Press Distribution Review Panel (PDRP)

- 6) The PDRP was inaugurated 24th February 2011, and has been formed to:
- Encourage Industry compliance with the standards set out in the Press Distribution Charter (PDC)
 - Provide comment to the Press Distribution Forum (PDF), on compliance issues.
 - Ensure continuity of decisions resulting from the Charter's complaint resolution process.
 - Provide an ongoing mechanism for the identification of supply chain trends.
 - Collect, audit and publish data on compliance with the Charter.

The PDRP is an independent body made up of newspaper, magazine, wholesaler and retail Representatives as well as follows:

Darren Barker	Newspaper Publishers Association (NPA)
Jonathan Denton	Smiths News
Raj Ganatra	Sweet News, Luton
Carrie Rooks	Professional Publishers Association (PPA)
David Shedden	Menzies Distribution
Mark Williams	Williams Brothers, Guildford
Neil Robinson	Independent Arbiter and Chairman

***Richard Church** R & J Newsagents, Kent

* Richard Church has resigned due to personal reasons, and the PDRP are currently recruiting two additional Independent Retailers to sit with the above panel.

To date the Panel have now met and held four meetings:

- **24th February 2011** The inaugural meeting and setting strategy
- **19th May 2011** Agree What is A Complaint and how this should be dealt with - Launching a Complaint Resolution Process - Your 3 Step Guide.

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- **8th July 2011**

Retail members of the PDRP had a visit to Broxbourne Print center during the evening of 20th following through to the morning of 21st July 2011, observing live news being printed, bulk delivered into wholesale, packed into retailers orders and distributed "The Nightly Miracle".

Launching a one page flyer of the PDC Complaint Process - 3 Step Guide. Simple basic guide to explain process for retailers where the complaints are serious or persistent.

- **29th September 2011**

Funding for flyer has been approved, printing and distribution of the flyer for end of October/ early November 2011.

Analysis of complaints, and methods of recording complaints, also how to order magazine copies from publishers when wholesale have no additional supplies.

7) **Transparency and Performance**

The Transparency and Performance panel is made up as follows:

Nigel Lomas	Chair Person
Simon Gage	Smiths News
Mark Cassie	Menzies Distribution
Steve Cripwell	PPA

The monthly Wholesale and Publisher Key Performance Indicator Reports are now being published on the PDF web site detailing passes and fails on Service Level Agreements (SLA).

This reporting details on the separate functions of Newspapers and Magazines :

Newspapers are measured against

- Weighted Retailer Delivery Time (RDT)
- Pack Accuracy Copy
- Pack Accuracy Customers
- Return Collections

Magazines are measured against

- On sale Compliance
- Pack Accuracy Copies
- Pack accuracy Customers
- Returns Accuracy
- Grade of Service

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The group have maintained to aim the standards set higher than those set within the Charter and therefore believe that this has alleviated a majority of complaints, as the performance is constantly being reviewed and published.

8) **Bank Holiday Allocations**

The Bank Holiday Allocation Group is made up as follows:

Nigel Lomas	Chair Person
Robert Rattley	NPA
Daniel Scott	NPA
Martin Fern	PPA
Natalie Murphy	NPA
Tom Rodgers	Smiths News
Mark Burnell	Menzies Distribution
Carl Masters	NPA

The sub group was formed in response to retailer feedback, members of the PDF acted swiftly to review copy allocations and distribution arrangements for Bank Holidays.

Difficulties over the Christmas period highlighted that there was a need to improve processes; the new arrangements have been heralded as a great success, and have laid the foundations for each Bank Holiday Supply Allocations.

9) **Olympic Distribution Group**

The Olympic Distribution Group members are:

Nigel Lomas	Chairman
Chris Carden	NPA
Stuart McLean	Menzies Distribution
Tim Freeman	NPA
Mark Soesan	NPA
Simon Locket	Smiths News
Daniel Scott	NPA
Lucy Ukoumunne	NPA
Steve Easton	PPA

This sub committee headed by Nigel Lomas is striving into achieving the maximum coverage for Newspapers and Magazines covering the period of the Olympic Games 2012.

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Meetings and communications are taking place with organisations to ensure a smooth operation with maximum road closures and high security making distribution for retailers with the catchments of the games a logistic concern.

The Olympic Distribution Group (ODG) have got a presentation to Transport for London (TFL), supported with statistics of how the newspaper and magazine distribution works in London . There will be a number of questions raised at the end of the presentation for the TFL representatives to respond too.

A similar method will be taken with London Organising Committee of the Olympic Games (LOCOG).

ODG will also be liaising with the Home Office over the concerns of security boxes.

There was a meeting held with the Transport for London on 2nd August reflecting how the distribution of newspapers and magazines works and the impact that the games will have on central distribution for industry, followed by presentation from the working group to TFL emphasizing the time frame of 3 hours from printing press to retailers with the news of the Olympics.

10) Pre Notification Group

Members of the sub committee are:

Simon Cripwell	PPA
Simon Gage	Smiths News
Andy Poskitt	Menzies Distribution

During the summer of 2010 an agreement was reached as part of the PDC Charter discussions to create a matrix of future per notifications options that enable retailers to be offered a choice to what is advised on their allocation advice note.

The matrix remains a major opportunity to enhance retailer communication in light of the OFT's planned autumn review; therefore has been deemed a development project by the PDF steering group.

The group report that both wholesalers have commitments to honour order changes made by a retailer. There will be a press release communicating the forthcoming changes in the near future.

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11) Retail Forum Group

Members of the sub committee are:

Nigel Lomas	Chairman
Lucy Ukoumunne	NPA
Mike Mirams	PPA
Nicola Rowe	PPA
Dave Shedden	Menzies Distribution

The primary objective is to open communication channels between retailers and the PDF regarding service, without the necessity of involving retail representative bodies or associations, to receive feedback on the effectiveness of the Charter and PDF.

On 6th October 2011, at Broxbourne Print Centre, will see the launch of the first PDF Retail Forum Day.

Invites for the day have been circulated to retailers and published on the PDF web site and Retail Express encouraging retailers to apply to attend this day, as numbers are restricted.

Participating Retailers have been notified and confirmed, with a request that topics/ issues that they wish to cover during the forum be forwarded to the PDF to assist setting the days agenda for their requirements.

The format of the day is for retailers to meet and engage with the publishers and wholesalers. Brief introduction of the purpose of PDF and the Charter by the current Chairman and introduction to key speaker Simon Prodger of Reed Aviation and former Chair of NewstrAid (Old Ben).

Open floor participation discussions between retailers and PDF , finishing for lunch, followed with a plant tour of Europe's largest and newest print centre.

The response to the occasion is proving to be exceptionally popular, and the PDF are looking to hold these meetings more frequently around various locations nationally, to be more accessible for retailers.

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12) **Review of Charter**

The review of the Charter is to be chaired by an independent person.

The PDF placed advertisements with the retail trade publications and on the PDF web site. After successfully running this campaign the PDF will soon make the announcement of the successful applicant.

The Chairman's role will be to head up the review of the PDC and utilise their experience gained within the industry to support, guide advise and challenge the Review Committee in terms of defining and delivering long term standards and best practice, as well as identifying potential challenges before they materialise.

A timetable has been drafted for the review with a republish date if appropriate late 2012.

13) **Bailey's Report**

Mike Mirams PPA
Jonathan Denton Smiths News

The publication of the Bailey's Report 6th June has attracted a wide audience from cross sector market.

The PDF were invited to attend a Ministerial Round Table meeting of between 45 - 50 people from business such as BBC trust , Microsoft, Universal Music, Primark, M&S - with Reg Bailey and Sarah Tether (Secretary of State for Children).

The focus is to establish how to raise more awareness of the guidelines. A planogram has been designed by the PPA entitled "Making Money from Magazines", which separated children's products from men's lifestyle. (Appendix 3)

John Hubbard - Department of Education attended a PDF Meeting 29/09/11 giving the board a background report of the Bailey Review - with the aim of putting parents back in control of the family making **"PARENTS THE EXPERTS AT DECIDING WHAT IS BEST FOR CHILDREN"**.

Reg Bailey's issues of concern are:

- Display of Magazines - The wallpaper of children's lives
- Clothing
- Parents voices to be heard

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Upon publication of the Review Downing Street raised 4 areas of concern:

- Single web site - simplifying the process for parents making a complaint regarding programmes/advert/product/service.
- Access on Internet - making it easier for parents to block adult and age restricted material, by giving customer choice at point of sale on whether they require adult content on their home Internet/laptops/smart phones.
- Advertising - on streets i.e. Bill boards/transport, imagery and location.
- Children - prohibiting children under the age of 16 being brand ambassadors.

Also extending the Code of Practice of retailing on:

- Clothing
- Music video's
- Pre Watershed T V

First wave of meetings October 2011 with another meeting January 2012.

The PDF in conjunction with the PPA aim to promote awareness of guidelines and responsible retailing and education - so retailers do not breach the code of conduct unwittingly.

Guidlines published on PDF web site, with a link to planograms aimed at independent retailer, detailing distinctively where children's titles and men's life style should be displayed. Aim to one set of guidelines working with NFRN/ACS/PPA to be published in near future..

Modesty bags available upon request from wholesalers and publishers, alternatively shroud covers are available through shop fitters.

The PDF are committed continue to work with the across industry sector, to ensure the spirit of the review and to deliver on conformity.

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14) **Office of Fair Trading Prioritisation Review**

The PDF has welcomed the opportunity to respond to the OFT's prioritisation review, based on a factual analysis of developments and the consequent impact on consumer welfare.

The PDF are in dialogue and are working with the OFT and various associations's, in striving together to maintain and improve the supply chain to consumer.

15) **Industry Association Meetings**

The PDF have maintained communications with the industry and associations that are not members by either written communication or meetings. The following meetings has been held:

NFRN, 9th August 2010, 9th September 2010, 22nd February 2011

ANR, 24th November 2010, 18th January 2011

RSA 9th May 2011

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16) Conclusion

The PDF is continuing to make good progress with industry sectors, associations and trade bodies.

Although no trade association has decided to join the PDF, there is still a good line of communication, and the PDF welcome the opportunity to work close with the independent retailers directly, and any other relevant trade associations.

Bank Holiday Allocations Group - has been reported in Retail Newsagents as a great success!

Transparency and Performance Group - publishing monthly wholesale/ publishers Key Performance Indicators - consistently achieving 97 - 99% efficiency

PDRP - To distribute a One page Flyer - PDC Complaint Resolution Process - Your 3 Step Guide, a quick glance explanation to the process. PDRP Retailer Panelists experienced the "Nightly Miracle", from live printing of news/ bulk delivery to wholesale and distribution to retail.

Olympic Distribution Group - Continuing positive dialogue and working with key sectors organising 2012 Olympics, to minimise disruption for retailers whilst maximising sales, and maintain within the confines of the Olympic organisers.

Pre-notification Group - Continuing to make progress and to target for end of 2011

PDF Retail Forum Group - Launch of Retail Forum 6th October 2011 at Broxbourne Print Centre.

Review Charter - Bi- annual review of standards published with the PDF Charter, with independent Chairman with retail background to oversee the process. Michel Woodman engaged.

Bailey's Report - Engaging with ministerial associations on review of sexualisation of children and auditing guidelines and processes. Working with across industry sector promoting and raising awareness of responsible retailing so retailers do not breach code of practice. Publishing and promoting the industry guidelines with link to planogram.

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Appendix 1 Website Visitor Statistic Summary

Period	Visits	Page Views	Average Time On site
Jan 2011	124	565	11.88
Feb 2011	96	351	5.48
Mar 2011	111	322	5.32
Apr 2011	137	393	7.30
May 2011	219	578	9.23
Jun 2011	210	472	3.65
Jul 2011	220	482	3.65
Aug 2011	141	537	10.49
Sept 2011	102	525	8.92
Totals	1360	4225	

Making more money from magazines



www.ppa.co.uk/retail



GUIDELINES FOR INDEPENDENT RETAILERS

Why stock magazines?

A highly profitable category

The magazine category can be **highly profitable** if managed correctly. There are almost 3000 magazines available to the consumer, generating more than £1.6 billion pounds every year! Added to this is the fact that magazines are fully Sale

or Return (S.O.R.) and combined with a 25% margin it is a very attractive category with minimal risk.

Stocking magazines can give you a **great return on space** - for example the top 18 magazines alone generate more revenue each year than the entire Hovis brand!

Customer satisfaction

82% of shoppers enjoy the process of buying magazines

and

With the wide range of magazines available - the category has huge appeal - magazines reach over 50 million customers (87% of the population) every year!



all about soap

Gardening

BEN 10
ALIEN FORCE

chat

HORSE-HOUND

COSMOPOLITAN

marie claire

Anglingtimes

Bella

Closer

VOGUE

FourFourTwo

FARMERS
WEEKLY

Your ideal customer!

Magazine shoppers spend more in store than non-magazine shoppers, and also shop more frequently, driving customers into your store where they buy complimentary items such as newspapers, lottery, confectionery, snacks and drinks, and thus making them your ideal customer.

First steps...

Knowing your customer and providing them with **the right selection of titles** is vital to grow sales.

Your range of magazines should be personal to your customers. Finding the balance between the **best sellers and choice** for the customer is crucial e.g. dependent on location, region etc, selected titles will perform well, such as Farmers Weekly in a rural location.

How you **display** your magazines, will influence how many magazines your customers buy. 44% of shoppers would be likely to switch to an alternative retailer if they could not find their favourite magazines.

Promotions have a positive impact on magazine sales. Using promotions in your store will create interest in your display and encourage shoppers to buy more magazines! Why not try doing your own promotions in store or join one of the promotional sales clubs listed at the back of this brochure?



Now

TV Times

NewScientist

Soaplife

woman&home

What's on TV

Woman's Weekly

Gardeners' World magazine

Golfer

The Economist

GRAZIA

heat

MATCH!

MCN

WOMENS WEEKLIES – CELEBRITY



WOMENS WEEKLIES – TRADITIONAL



CHILDRENS



WOMENS INTEREST



TV LISTINGS



Category Planogram

Your Magazine Fixture

Through extensive research on shopper habits and by analysing the sales patterns and trends of independent retailers, together we have produced a suggested category planogram **in order to help you manage your magazines**. The planogram above illustrates where to position categories and gives emphasis to best selling titles from all publishers.

We believe that by following these 3 simple steps, you too can SELL MORE MAGAZINES

Shopper Flow

1 Focus on the best range of magazines for your customers

- Request your sales information from your local wholesaler
- Review your sales by category and **rank your top selling titles**
- Remove any non-sellers and filter lowest selling titles from overcrowded categories
- Cross reference against the top ranked titles and identify any titles that are missing that would appeal to your customers
- Order your new titles from your wholesaler

2 Implement your new planogram

- Decide the **best flow** for female to male titles
- Use the planogram like a jigsaw puzzle, **linking categories together** that will appeal to similar customers like in the planogram above



3 Maintaining your new range and planogram

- Start with the **categories which contribute the most to sales**, Women's Weeklies and TV Listings, and then continue building your planogram
- Some Male Lifestyle titles, whilst not being 'top shelf', will have covers which may not be appropriate for display at a young person's eye-level or below. For more guidelines on this sensitive matter please visit the PPA website www.ppa.co.uk
- **Full face key titles** in each main category to act as a signpost for your customers to approach the fixture
- Newspaper format titles benefit from dual positioning on the plinth and in-category on fixture
- Keep referring to the planogram we have provided – years of research of category associations will help you sell more magazines
- Once the new planogram is in place, just keep replenishing to the same planogram on a daily basis
- Once a week, just **take a few moments to check your range** against the top ranked titles – do you need to increase your order on any of the titles now they are more visible?
- Once a month review what's selling and what's not – make adjustments to your range to ensure you can maintain the great display you put in place
- Read the newsletter from your wholesaler and any other trade publications you subscribe to, ensuring you **keep up to date with new launches** and promotions to sell more magazines
- Highlight magazines to your customers to sell more magazines. Have you space on your till? Change which titles you full face in the key categories to highlight something fresh to your customers.

WOMENS WEEKLIES – CELEBRITY

Heat (6)	Now (23)
Closer (7)	Star (31)
OK (12)	More (36)
Hello (14)	National Enquirer (51)
New (15)	
Look (17)	
Reveal (20)	
Grazia (22)	

WOMENS WEEKLIES – TRADITIONAL

Take A Break (2)	Woman (30)
Chat (8)	Best (32)
Women's Weekly (11)	Womans Own (33)
People's Friend (13)	My Weekly (35)
That's Life (18)	Real People (40)
Pick Me Up (25)	Full House (41)
Bella (26)	The Lady (86)
Love It (27)	

CHILDRENS

Beano (57)	Ben 10 (89)
Doctor Who Adventures (58)	In The Night Garden (97)
Cbeebies Weekly (66)	Cbeebies Art (99)
Cbeebies Special (75)	Disney Princess (105)
Top of the Pops (80)	Fun To Learn Friends (111)
Girl Talk (82)	

WOMENS INTEREST

Yours (34)
Cosmopolitan (43)
Glamour (44)
Good Housekeeping (59)
Vogue (62)
Woman & Home (64)
Marie Claire (70)
Elle (74)
Prima (83)
Take A Break Special (96)
Red (98)
Good Food (107)
TAB Fate and Fortune (113)

TV LISTINGS

Radio Times (1)
TV Choice (3)
What's On TV (4)
TV Times (9)
Inside Soap (21)
TV & Satellite Weekly (24)
Total TV Guide (39)
TV Easy (49)
All About Soap (50)
Soaplife (68)

Title Level Planogram

The title level planogram above shows a selection of the top titles you should consider stocking. The numbers in brackets to the side indicate their latest revenue ranking in independents. The top ranked titles featured are completely impartial and unbiased and are just a sample of titles which you should consider stocking to increase magazine sales in your store.

Special Issues, One-shots and Part-works will also require space on your magazine fixture so we recommend that you have a flexible area of your planogram to incorporate such titles.

Shopper Flow

You know your business better than anyone. We are committed to providing help for you to make the best possible choices for your magazine shelves. In the current economic climate, increasing the awareness and accessibility of best selling magazines for both existing and new customers alike will help drive sales across your whole store.

Numbers in brackets indicate magazine revenue ranking.
Source: Smiths News Independent Ranking Report - (excludes Partworks and Stickers) January 2010 - December 2010

HOMES & GARDENS

Garden News (81)
 Amateur Gardening (87)
 Country Living (100)
 Gardeners World (122)
 Ideal Home (133)
 Your Home (148)

NEWS & CURRENT AFFAIRS

Farmers Weekly (28)
 The Economist (45)
 Farmers Guardian (46)
 Private Eye (48)
 Weekly News (63)
 New Scientist (67)
 Farmers Trader (78)
 The Week (101)

SPORT

Angling Times (38)
 Horse and Hound (42)
 Match of the Day Weekly (52)
 Match (53)
 Anglers Mail (54)
 Countryman's Weekly (76)
 Shooting Times & Country (85)
 Boxing News (110)

ENTERTAINMENT

Kerrang! (84)
 NME (94)
 Empire (112)
 Mojo (190)
 Q (202)

MOTORING & MOTORCYCLING

Auto-Trader (10)
 Motorcycle News (16)
 Autocar (71)
 Classic Car Weekly (73)
 Trial and Motorcycle News (77)
 BBC Top Gear (93)
 Autosport (95)
 Truck and Plant Trader (103)
 Speedway Star (104)
 Motorsport News (114)
 What Car? (115)

ADULT

Escort (109)
 Fiesta (131)
 Mayfair (152)
 Viz (179)

MALE LIFESTYLE

Nuts (19)
 Zoo (37)
 FHM (72)
 Men's Health (119)
 Front (134)

PUZZLES

Puzzler Collection (79)
 Take A Crossword (121)
 Take A Puzzle (126)
 The Puzzler (140)
 Puzzle Selection (143)

GENERAL INTEREST

Ad Trader (29)
 Country Life (60)

LEISURE

Dog World (92)
 Cage & Aviary Birds (127)
 Railway Modeller (154)

COMPUTING

XBOX 360 Official (155)
 Computer Active (191)

QUALITY RETAIL DISPLAY SOLUTIONS

For further information on the complete range of Bartuf products, discount prices & interest free payment terms please contact your news wholesaler.

Smiths News

Menzies DISTRIBUTION

eM NEWS DISTRIBUTION

Smiths News Shop Development Services
 Tel: 01905 745633

Menzies & EM News Contact Centres
 Sheffield 0845 200 7863
 Linwood 0845 200 7695

BARTUF
 Systems

Newspapers

What's your share of a £2.2bn a year newspaper industry?

No product can drive customers into your store more frequently than newspapers. As the only product in your store that is different every single day, newspapers have the ability to drive footfall on a daily basis, and a top selling news story or televised promotion will see more customers entering your store, which in turn leads to more impulse and cross category purchases.

For this reason, it is vital that passing trade knows that your store is a newspaper stockist. Often overlooked in a cluttered store, display plays a part in creating awareness to customers and communicating sales driving newspaper exclusives or promotions. Here are the Mail's top tips to create effective display which will lead to more newspaper sales.

- Give your best-selling titles double facings on your news fixture. Where displayed on a plinth, make sure the full cover is visible.



Full cover on display on plinth



Clear Windows - no clutter

- Display copies of your strongest titles on the counter to benefit from impulse purchases. This can increase sales by 7%.
- Keep windows clear from clutter – too many messages can confuse customers and stop them from reading any of them. Only display the messages that are important.
- Offer to save copies of a newspaper behind the till, this ensures that a regular customer's title is always available.
- While casual sales are extremely important, offering a Home News Delivery service can be a means of guaranteeing newspaper sales every day of the week, and tying in customers to your store for the long term. A successful HND service can help your business remain strong. The Mail are experts in the field of HND and have experienced great success with persuading customers to have a paper delivered.

Why not try these tips:

- Speaking to new customers about HND offers is the most effective way of generating new orders.
- Use your paper distribution people to canvass new homes – actively knocking on the doors gets the best results
- Identify areas that no retailer is currently targeting such as new housing areas, villages etc
- Put your canvassing leaflets in envelopes addressed to the 'Home Owner' before you drop them through doors – this makes them look less like junk mail
- Convert casual customers to HND by distributing the leaflet to customers in your shop
- Ask for help from your newspaper publishers for offers to generate new business

If you are interested in talking to your local representative about growing your newspaper sale, email retail@dailymail.co.uk or call 0207 938 6000 and ask for Mail Circulation department.



Talk to your customers about offers, and sign them up when they come into store

Collectables/Stickers & Albums

What is a Collectable?

Each Collectable provides a 'collectable' and 'trading element'. There are many types of Collectable product in the market including:

Stickers & Albums (for example Tangled)
Trading Cards & Binders (Match Attax)
Figurines (Go Gos)
Photocards & Binders (Justin Bieber Photocards)

Why stock Collectables?

- The Collectable market can generate over £70 million revenue per annum. Collectables represent over 4% of the total UK Magazine market.
- Publishers such as Panini run national advertising campaigns for free Sticker packets and Albums which drives footfall into your stores.
- Consumers will tend to buy more than one Sticker or Trading Card packet at a time. Once an Album is in the consumer's hands the packet sales will follow from there.

How to maximise collectable sales

1. Have a visible display – ensure Albums/Binders and the Stickers/Trading Cards are displayed in a visible place in store. Panini can provide some display solutions to help maximise your sales.
2. Know your consumer base – is your shop near a school? Understand the ages of your possible customers as different collections are targeted at different age groups. Revenue can often be maximised by stocking a range of collections to appeal to a wide audience.
3. On sale duration – Collectables are on sale for 6 months or longer. It can take this long to finish a collection. Do not disappoint customers by returning stock early as they will just go somewhere else to complete their Albums.
4. Ensure sufficient supply – ensure you receive stock from day 1 of a launch. Make sure you have sufficient stock ahead of any marketing activity taking place.

Panini operate the 'Panini Approved Sticker Stockist' scheme 'PASS' which can help support and guide you on all of the above points. If you are interested in joining please contact magazineinfo@marketforce.co.uk or call **020 3148 3498** for further information.

Partworks

What's a Partwork?

A Partwork is a weekly or fortnightly magazine series that builds into a definitive collection and completes in a set number of parts.

Partwork sales decline from the launch issue with the early parts of a collection supplied Sale or Return (S.O.R.) converting to firm sale for the remainder of the collection. There are also a number of launches that are SOR for the whole collection. It is also worth noting that partworks convert some customers into regular customers over a period of 2 years.

Why stock Partworks?

- The Partwork market represents about 2.5% of the total UK magazine market.
- The first part of a Partwork launch is often sold at a discounted price to encourage product sampling and is always supported by a 10-12 day TV advertising

campaign typically at least £1 million spend

- This powerful promotional support drives footfall into your store and gains maximum sampling of the first issue.

What do I need to do to maximise my Partwork sales?

- **ACCEPT** the title when it is offered to you by your wholesaler.
- **DISPLAY IT WELL** - Put the new partwork on the shelves alongside other partworks or similar magazine series.
- **PLEASE DON'T SEND IT BACK EARLY** - the advertising will last 2 weeks and so make sure you give the title the full on-sale period.
- If you sell out – **ORDER MORE** from your wholesaler
- Make sure that you ask your customers to place a **regular order**.
- A cross industry group (including the NFRN, Publishers, Wholesalers, Retailers) have worked together to launch the PROFIT Partwork Club. By joining this Club you will get advanced notification of launches, PoS support, enhanced supply levels for the launch issue. To join the PROFIT Partwork Club – email your application to – profit.club@comag.co.uk

HND & Shop Save

How can you support **Just ask!**

What is Just ask?

"Just ask" is an industry initiative to encourage consumers to order magazines/newspapers to drive more sales

"Just ask" is a recognised brand for promoting Shop Save and Home News Delivery for retailers.

"Just ask" is a communication tool to highlight to consumers the breadth and depth of magazine titles that are available

Why support Just ask?

Drives magazine and newspaper sales

Promotes loyalty and increased customer numbers

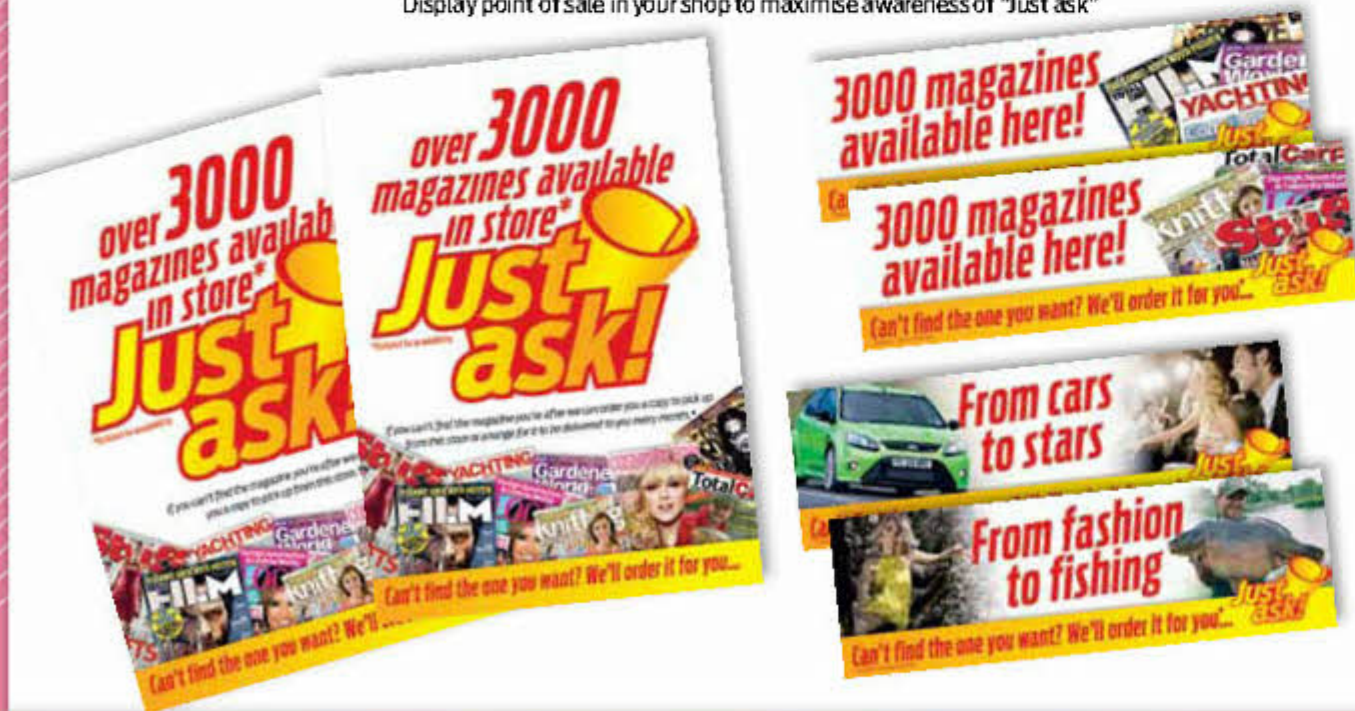
Enables you to effectively increase the range of titles sold

The service creates a point of difference over other retailers

How can retailers get involved?

Encourage customers to sign up instore

Display point of sale in your shop to maximise awareness of "Just ask"



PoS material is available from PPA. Please call 020 7400 7529 or email kate.mcelroy@ppa.co.uk

Periodical Publishers Association (PPA) Ltd, Queens House, 28 Kingsway, London WC2B 6JR

Smiths News



Smiths News is the UK's leading newspaper and magazine wholesaler. We're a big organisation, but we care about our customers and we're known for our friendly and open approach.

- We're committed to serving all our customers, whatever their size and location
- We deliver 1.6bn newspapers and 800m magazines every year
- We supply 30,000 retailers 364 days of the year
- We operate 54 distribution centres throughout England and Wales, distributing over 2,000 titles

Technology

Newspapers and magazines are one of the fastest moving and diverse supply chains in the world. To provide the best service in this challenging environment we are always seeking new and more effective ways of working. We were the first UK news wholesaler to introduce an enterprise-wide IT system with SAP, the first to centralise our marketing information, copy management and customer service teams and the first to deploy a full track and trace system across its network.

Leadership

We continue to invest in our network, in our systems and in new service initiatives. We pride ourselves on our Market Leading Service offer for both publishers and retailers and continue to invest in our development agenda through innovative service solutions.

For more information contact us on **Tel: 0845 123 0000** or email us at **info@smithsnews.co.uk**

Menzies Distribution

Menzies Distribution is more than a Magazine Wholesaler - it's a business whose success is based on the success of our customers.

As our customer, your primary touch points with Menzies Distribution will be our Contact Centre teams and our i-Menzies website. You will be able to conduct your day-to-day interactions with us through these channels, from the adjustment of your orders for product to the raising of claims or queries. i-Menzies provides additional benefits for customers with web access, incorporating tools which allow you to review documents at your convenience, proactively analyse sales patterns and reduce your exposure to lost credit.

For all new customers we provide a comprehensive training pack which will walk you through each of our processes step-by-step. Covering topics from understanding the documentation that you will receive to how we can assist you in driving sales through our promotional club Superleague.



To find out more about what Menzies Distribution can offer, visit **www.i-Menzies.com** or get in touch with us via our **Linwood (0845 200 7695)** or **Sheffield (0845 200 7628)** Contact Centres.



Useful Contacts

For general information please contact PPA on 020 7400 7529 or retail@ppa.co.uk or visit www.ppa.co.uk/retail

Sector / Company	E-Mail	Tel. No.
MDB Magazine Directory		
MDB Magazine Directory		020 8292 0822
Magazine Distributors		
Advantage		020 7938 6000
COMAG	sid.grigg@comag.co.uk	01895 433600
Frontline	fieldsales@flgroup.co.uk	01733 555161
MarketForce	magazineinfo@marketforce.co.uk	0203 148 3498
Seymour Distribution	select@seymour.co.uk	020 7429 4000
Newspapers		
Daily Mail Circulation Department	retail@dailymail.co.uk	020 7938 6000
Trade Contacts		
National Federation of Retail Newsagents (NFRN)	David Daniel Trade Relations Manager	020 7253 4225
Sales Clubs		
NFRN AIM	brian@nfrn.org.uk	07824 332858
Panini Approved Sticker Stockist (P.A.S.S.)	magazineinfo@marketforce.co.uk	020 3148 3498
Premier Club (Smiths News)	premierclub@smithsnews.co.uk	01905 745783
Profit Partwork Club	profit.club@comag.co.uk	07768 021887
Seymour Select	select@seymour.co.uk	020 7429 4000
Super league (Menzies Distribution)	superleague@menziesdistribution.com	013 1469 4742
Display Solutions		
Bartuf Systems (via news wholesaler)		
Smiths News Shop Development		01905 745633
Menzies and EM News Contact Centre - Sheffield		0845 200 7863
Menzies and EM News Contact Centre - Linwood		0845 200 7695

Should you wish to request further copies of 'Making more money from magazines', the PPA's guidelines for Independent retailers, please contact PPA by telephone 020 7400 7529 or by e-mail retail@ppa.co.uk

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