

A Guide for Independent Retailers

Helping our customers maximise the profitability of selling magazines



Helping you maximise the profitability of magazines

Did you know that 74% of the population read a magazine every week and that 43% of shoppers buy magazines on impulse?

Selling magazines can be a major revenue stream for your store, and we want to help our retail customers boost their profitability within this category.

As the UK's leading newspaper and magazine wholesaler, we can provide the expertise to help ensure you stock the right quantity and range of magazines for your customers. We also provide solutions to help you grow your business through our extensive Shop Development offer and Premier Club – our exclusive promotions club for independent retailers.

Therefore, we hope that you find the information in this guide useful and why you should consider selling magazines in your store. For more information and to discuss your magazine range, see page 6 for contact details and next steps.

Why Stock Magazines?

You might be wondering why you should stock magazines in your store. To help you realise the potential profitability of stocking magazines, here are the reasons why:

- Major revenue stream: UK shoppers spend over £1.5 billion every year buying magazines at retail
- High volume category: 20 million magazines are sold every week
- Footfall driver: The average magazine shopper spends £3 on other products & shops more frequently
- Wide reach: 82% of the population read a magazine every week
- Very low risk: Magazines are fully Sale Or Return (SOR)
- Amazing choice: There are almost 3000 titles in the UK magazine category
- Dynamic and innovative: Magazines produce the highest number of products brand extension.



Selling Magazines - key points to consider

Shop location & customer profile

You need to understand your local competition so you can identify your Unique Selling Point (USP) to give customers a reason to visit your store.

You should build your range depending on the type of customers who visit your store, e.g. if the majority of your customers are women with children, 'nipping in' to grab something, then you should ensure you have a good spread of Children's and Women's titles and that they're visible.

If you have a lot of elderly customers then you should stock the more traditional titles and also a selection from specialist subsectors e.g. Gardening, Transport, Craft etc.

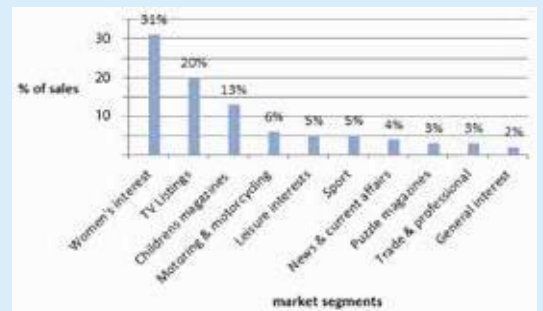
Best sellers

All retailers should include market leading titles as these form the foundations of a credible range. You can get the relevant title information by contacting your Smiths News Sales Manager. The top 10 market segments for independent retailers are:

Customer choice

Ideally you should offer a broad selection of titles outside the best sellers to give your customers choice. You can select the next best-selling titles in each sector, or focus your range to the particular type of customers you know are visiting your shop.

Here you can see the top 10 market segments for independent retailers. It's important to keep up-to-date with the latest launches and stock for the most popular titles for your customers.



Your Magazine Range

Balanced range

A balanced range is created by providing customers with the best sellers along with as wide a selection as possible to enable them to browse and choose.

Seasonality

Consider products that tie-in with events including Mother's Day, Easter, school holidays, sports games and other special events. These can all provide revenue opportunities if you highlight relevant titles. Smiths News will be able to provide details of specials and one-shots relating to seasonal events which you can stock temporarily. You will need to display these titles in the relevant sector and also dual-site them outside of their range for maximum impact.

New launches

New titles can add excitement to your range. Make sure you receive stock of new launches from the earliest date possible – this can be arranged with Smiths News, via SNapp - our free mobile app.

Range review

Review your sales on a regular basis to assess how your range is performing. Check you have the current best sellers and get advice from your Smiths News sales manager if you think you're missing key titles.

Test and learn

As magazines are sale or return, you can try new titles to create the perfect range for your customers, whilst avoiding the financial risk of costly stock holding. You could also ask customers for their feedback on the products you stock.



Download now, it's free ›
For more information on SNapp, please visit
www.smithsnews.co.uk/mobile-app-support

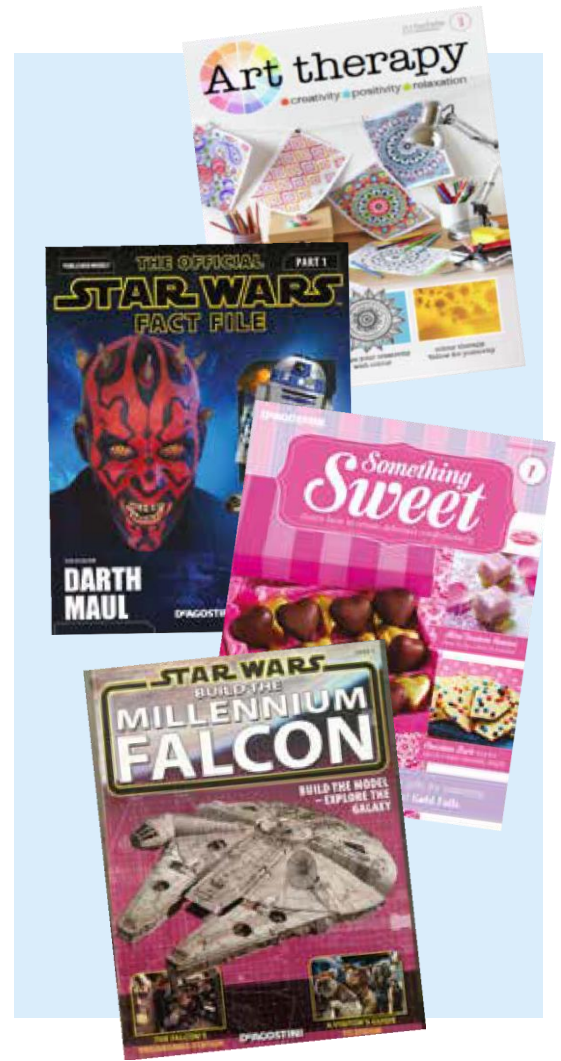
Partworks

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

What are the Benefits of Selling Partworks?

Partworks are a substantial magazine sector generating 1.35% of all magazine sales volume through Smiths News. They generate more revenue than all of the following segments:

- ♦ Adult
 - ♦ Computing
 - ♦ Home Improvement
 - ♦ Music
 - ♦ Teenage
- With high cover prices, 5 copies selling at £4.99 each means £1,497 worth of sales for a 60-part product. This will deliver a retail profit of £337
 - Regular sales over an extended period will drive additional footfall and sales
 - Partworks launched by TV advertising can generate more footfall in a retail store which is selling that particular partwork
 - Retailers can use partworks to drive sales of other magazine products. For example, you could introduce a Dolls House partwork customer to Dolls House magazine



Working with independent retailers to build partwork profits

If you would like to increase your partwork sales, why not join the Profit Partwork Club for free! As a member, you'll receive advanced notice of launches and increased allocation of early copies. Plus; POS material, category initiatives and sales incentives and access to a helpline number to get help on partwork related queries.

It's simple - to be a member, you need to:

Accept the allocation of your partwork stock

Give all titles prominent display in your store

Order more if low on stock

Do not early return your partworks

Gain regular shop and save home news delivery orders



Interested? ›

To become a member, simply email your; name, customer number, supplying wholesale house and postcode to: profit.club@comag.co.uk



Partwork Retail Opportunities for Increased Turnover

Steps to Success...

- 1 Check your orders and contact Smiths News to confirm your requirement through SNapp or customer services. For extra requirements email us: retailteam@smithsnews.co.uk
- 2 Make sure you display the partwork copies prominently in your store so that customers can easily find them. Ideally, they should be displayed on a stand-alone plinth near the till or alongside your magazine display.
- 3 Try not to send Partworks back early. Keep early sale or return (SOR) issues of each partwork on display for the full on-sale period.
- 4 Ask customers if they would like to place a regular order for a partwork and make the most of your established customer relationships.
- 5 For Partworks - Minimise your debt risk by taking a £10 deposit up front from any firm customer commitments.
- 6 When taking a regular partwork order from a customer, ensure you take their full contact details in case they do not collect their order, enabling you to contact them.
- 7 Try texting or emailing your customers when their order arrives.

Join the Profit Partwork Club!



Collectables

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

- Stickers & Albums (e.g. Premier League, Frozen)
- Trading Cards & Binders (e.g. MatchAttax)
- Figurines (e.g. Zomlings)

Why stock collectables?

The collectable market can generate over £70 million revenue per year. Collectables represent over 4% of the total UK magazine market. Publishers such as Panini and Topps run national advertising campaigns for free stickers and albums which, in turn, will drive footfall into your store(s).

Consumers will tend to buy more than one sticker or trading card packet at a time.



How to maximise collectables

- 1 **Have a visible display** – ensure Albums/Binders and the Stickers/Trading Cards are displayed in a visible place in store.
- 2 **Know your customer base** – is your store near a school? If so, consider stocking collectibles aimed at young people. 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. Do not disappoint customers by returning stock early as they will just shop elsewhere to complete their albums.
- 4 **Ensure sufficient supply** – ensure you receive stock from day one of launch. Make sure you have sufficient stock ahead of any marketing activity taking place.

Bookazines

A bookazine is a high quality guide for enthusiasts, providing detailed information on a specific subject. The specialist subject of the products are reflected in their premium price points. Depending on the route to market, bookazines are not always sale or return. Bookazines should be treated in a similar way to one-shots and specials.

How to maximise collectablesales:

- Site them in the relevant sector
- Dual-site the product if it has a short shelf life

When titles are sale or return, you can try new titles to create the perfect range for your customers, whilst avoiding the financial risk of costly stock holding. You could also ask customers for their feedback on the products you stock. Be cautious with quantities, especially if a title is not an sale or return.

Don't miss out ›

If you are interested in stocking bookazines in your store, email your name and customer number to: mscretailteam@smithsnews.co.uk

Why sell bookazines in your store?

- The bookazine market is thriving and with a long selling period and high price, they can generate higher revenue
- Last year, bookazines were worth over £40 million in Retail Sales Value
- The higher cover price of these titles will mean increased margin for your store
- They have historically been sold through larger retail multiples, but now is your opportunity to start stocking bookazines and grow your revenue.



Our top tips for independent retailers

Here are some helpful hints and tips to help you grow your business.

- Get to know your customers – what do they want?
- Understand your shop location and available space
- Work with us – get information on top sellers and join our Premier Club
- Create an attractive display – tidy, well lit and sensibly laid out
- Keep on top of stock management – timely returns, supply levels, availability and replenishment
- Review your sales, range and display regularly. Make sure you have the right range for your customers
- Offer Shop Save and/or Home News Delivery (HND) – encourage repeat purchase & customer loyalty.
- Take advantage of shop development opportunities, including our interest free loans for shelving
- Read trade press publications, such as Retail Newsagent and Smiths News' Your Roundup bulletin to keep up to date with new launches and promotions and get ideas from other retailers.
- Offer Shop Save and/or Home News Delivery (HND) – encourage repeat purchase & customer loyalty.
- Use promotions – highlight key issues e.g. seasonal specials or covermounts

Don't miss out ›

Sign up today to receive your weekly copy of 'Your Roundup'.

Email your name and customer number to:

yourroundup@smithsnews.co.uk

Boost your newspaper and magazine profits

Our Shop Development offer is especially for independent retailers, like you. We provide impartial advice and support on all aspects;

- Shop fixtures
- Interest-free loan (subject to terms and conditions)
- Shop design and layout reviews
- Full refits and new openings
- Advice on refrigeration and air conditioning

Don't miss out ›

To find out more about our Shop Development offers:

Call: 0845 120 3085

Email: shop.development@smithsnews.co.uk

Visit: www.mynewsaccount.co.uk
and click on the Shop Development web page



Premier Club

Our exclusive club for independent retailers works closely with distributors and publishers to provide members with special promotions and incentives, helping them increase their magazine sales. Visit our website today at www.yourpremierclub.co.uk, and you will find out about our newspaper and magazine promotions, and information on which titles which will help you to grow your business.

- We'll help you grow your newspaper and magazine sales
- Get access to exclusive promotions to drive sales by up to 48%
- We'll provide you with range management support



Don't miss out ›

Join Premier Club today – it's FREE!

Call: 0845 121 1970

Email: premierclub@smithsnews.co.uk

Visit: www.yourpremierclub.co.uk

Useful Contacts and links

Customer Services: 0345 125 5222

SNapp Support: 0345 124 0251

To help you manage your Smiths News account and for more help and advice visit: mynewsaccount.co.uk or call: 0345 121 2235.

SNapp

For more information about SNapp, our free mobile app, visit: www.smithsnews.co.uk/mobile-app-support