

Making more money from magazines



A GUIDE FOR INDEPENDENT RETAILERS

Why stock magazines?

- **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** 75% of all adults buy consumer magazines
- **Very low risk** Magazines are fully sale or return (SOR)
- **Amazing choice** There are almost 3000 titles in the UK magazine category
- **Dynamic & innovative products** Magazines produce the highest number of brand extensions



Top tips

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

Key things to think about



Shop location & customer profile

You need to understand your local competition so you can identify your USP (unique selling point) & give customers a reason to visit your store.

You should build your range depending on the type of customers who visit you e.g. if the majority 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 very visible.

If you have a lot of elderly customers then you should stock the more traditional titles and also a selection from specialist sub-sectors 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 from your wholesaler. Best sellers can be useful signposts for your customers, allowing them to navigate easily around the category.



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.



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 & other special events. These can all provide revenue opportunities if you highlight relevant titles. Your wholesaler should 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 but can also dual site outside of range for maximum impact.



New launches

Launches can add excitement to your range. Make sure you receive stock of new launches from the earliest date possible – this should be arranged with your wholesaler.



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 wholesaler if you think you're missing key titles.



Test & learn

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

Also think about

Collectables

Collectables are stickers or cards sold in packs for children to collect & are usually accompanied by a starter pack which includes an album and several packs. Collectables is an area which is experiencing significant year on-year growth, and if implemented well can provide an exciting revenue opportunity.

- 100% SOR
- Worth over £52 million annually
- Pocket money priced product – bought by parents & children

Best practice collectables:

- Stock girls' & boys' collections to avoid disappointment
- Stock as many collections as you can to maximise dual purchase
- Display them prominently to let customers know they're available in your store
- Stock the starter packs and display in your Children's magazine sector if possible
- Reorder regularly & stay in touch with your wholesaler
- Ideally display a sample on-shelf

One-Shots & Specials

These are brand extensions and can be added to your range to complement the parent titles.

Best practice one shots & specials:

- Site them with the parent titles, in the relevant sector

Bookazines

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

Best practice bookazines:

- Site them in the relevant sector
- Dual-site if they have a short shelf life
- Be cautious with quantities, especially if not a SOR product

Partworks

A partwork is released in instalments aimed at encouraging customers to collect every issue. Added value gifts are usually featured on most, if not all, issues. The completed set is designed to form a reference work on a particular area of interest, or enable the collector to build a model or collection of items.

Best practice partworks:

- Ensure you have the first issue – accept your initial stock allocation
- Push partworks during the launch phase when TV advertising is running
- Display prominently in-store
- Do not return your partworks early
- Order more stock if you run low
- Encourage Shop Save orders

The PROFIT Partworks club run by Comag provides invaluable support to independent retailers and you can find out more information by emailing **profit.club@comag.co.uk**

Your wholesaler



Menzies Distribution believe that magazines have the potential to transform your business – and our service is tailored to help you make the most of this unique product.

From the most technically sophisticated packing and scanning technology in the industry, to our CCA-accredited Customer Service team, and our world-first Smartphone App, we work to deliver a simple experience for retailers handling a complex category.

Visit i-Menzies today, to manage your business quickly and effectively from your desktop, tablet or mobile; choose to manage your orders personally, or allow our advanced allocation programmes to keep the products flowing and give you back valuable time to invest in your business. Consult our friendly, knowledgeable field operatives on all aspects of your magazine business. We can even support you with interest-free finance for crucial investments such as EPOS equipment and racking units.

We're ready to go the extra mile to help you get the best from your magazine business.



At Smiths News we understand the importance of selling magazines and how our retailers can boost their profitability within this category.

As the UK's leading newspaper and magazine wholesaler, we work closely with over 20,000 independent retailers. Our expertise ensures 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.

Our **Shop Development** offer is especially for independent retailers, like you. We provide impartial advice and support on all aspects: shop re-fixturing with flexible loan facilities, shop design and layout reviews as well as full refits and new openings. See contact details on the back page.

Become a **Premier Club** member today – it's free to join. Premier Club works closely with distributors and publishers to provide our members with exclusive promotions and incentives, helping them increase their magazine sales. Each month, Premier Club distributes a category management pack on new launches, special issues, exclusive promotions on selected titles, category information, planogram advice and more. Members can also order a Point of Sale (PoS) Pack to make their magazine displays stand out more. To become a member, call **0845 121 1970** or email: **premierclub@smithsnews.co.uk**



Just ask is an industry initiative designed to encourage consumers to order magazines from their local retailer to drive sales.

Just ask is a recognised brand for retailers to promote Shop Save and Home News Delivery (HND).

With communication tools to highlight to consumers the breadth and depth of magazine titles available, **Just ask** increases customer numbers, drives magazine and newspaper sales and promotes loyalty.

Why support Just ask?

- Drives magazine and newspaper sales
- Promotes loyalty and increased numbers of customers
- Enables you to effectively increase the range of titles sold
- The services can create a point of difference

How can retailers get involved?

Please post the tear-out card at the back of this booklet to request Just ask point of sale (PoS) material. Display the PoS in your shop to maximise awareness of HND & Shop Save and talk to your customers to encourage them to sign up in store.



Creating a great display

When considering the layout of your range, you first need to think about practical issues i.e. the size of your store and amount of space you have for the magazine category.

You then need to think about your customers and how they shop.

a) Positioning – Some layout decisions are decided by demographics e.g. Children's titles should be towards the bottom of the fixture so children can easily see them. Men's titles should be at the top.

TV Listings have traditionally been positioned at the bottom of the fixture next to Children's magazines due to cross-purchasing. However, if you want customers to shop the whole fixture, then you should consider locating TV Listings towards the middle.

Highly impulse-driven sectors like Women's Lifestyle should be at eye level towards the front of your fixture.

b) Flow – The relationships between sectors are very important and dictate where they sit on the fixture.

Sectors sit naturally near other sectors, and these adjacencies will shape your range. They are influenced by purchasing behaviour, for example Motoring should sit near Men's Lifestyle and Home Improvement ideally sits near Women's Interest. See the sector level planogram at the back of this guide for suggested locations.

Creating a great display

c) Navigation – It's vital to make your fixture easy for customers to shop. Use the market leader in each sector to highlight its location and use PoS to educate customers and also to brighten up the category.

d) Visual appeal – making your range more attractive and enjoyable to shop is as important as stocking the right titles. You should keep your fixture tidy, well stocked and well lit if possible.



Men's Lifestyle

Men's Lifestyle magazines are enjoyed by millions of adults every week and feature content that particularly reflects the interests of young men. Some of this content may be regarded as inappropriate for children, particularly that which is of a sexual nature.

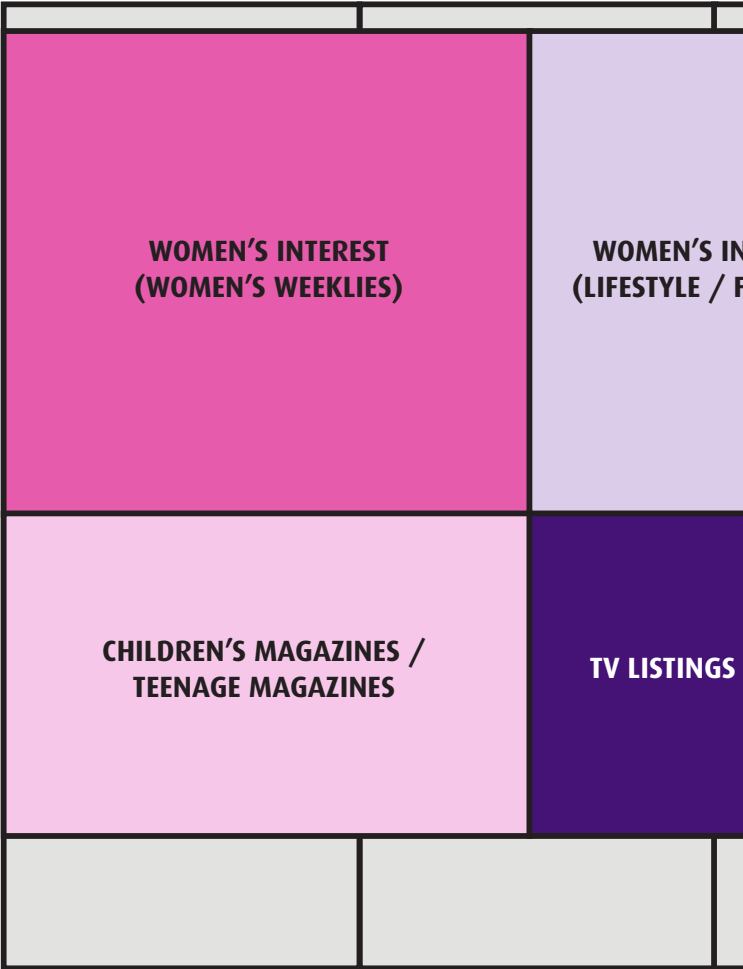
As with all magazines, the front covers reflect the content and therefore these titles require careful and responsible display. It is recommended that retailers take particular care to ensure men's lifestyle magazines are not displayed at or below the eye-level of children.

To display these titles in a way that is sensitive to all consumers, but without adversely affecting the sale, we recommend:

- That they are not displayed adjacent to your display of Children's titles and comics
- That they are not displayed at children's eye-level or below i.e. that they are not in the direct sight and reach of children
- That where display space restraints preclude the above, titles with front covers that may cause concern are part overlapped with other titles so as to minimise the potential for offence to parents and/or children
- That similar care and consideration is given to the display of any PoS material for these titles

Where the above guidelines do not satisfy customer concerns, retailers should contact their wholesaler for further advice and information on the potential use of modesty covers.

Sector level planogram



5 bay fixture

INTEREST (FASHION)		HOME IMPROVEMENT / COUNTRYSIDE & COUNTRY	NEWS & CURRENT AFFAIRS / TRADE & PROFESSIONAL	SPORT	ADULT	
					MUSIC	MEN'S LIFESTYLE
	PARTWORKS	LEISURE INTEREST	GENERAL INTEREST	BUYING & SELLING	MOTORING & MOTORCYCLING	
	PUZZLES MAGAZINES		COMPUTING			

Place
stamp
here

PPA
Second Floor
35 - 38 New Bridge Street
London
EC4V 6BW

Fold here and tape edge to seal

Just ask! request form

Just ask is an industry recognised initiative to encourage consumers to order magazines for Shop Save or Home News Delivery. The **Just ask** communication tools highlight the breadth & depth of the full range available to consumers.

The PoS can be used to encourage consumers to order their titles in your store, to promote loyalty and drive sales.

Dear PPA Retail,

Please could you send me Just ask packs.

Name:

Store Name:

Store Address:

.....

.....

.....

Postcode:

Comments:

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up to 3000
magazines available
in store*
Just ask!

*Subject to availability

If you can't find the magazine you want,
you can pick up a copy from



up to 3000 magazines
available here!

Can't find the one you want? We'll order it for you...



up to 3000 magazines
available here!

Can't find the one you want? We'll order it for you...



Useful Contacts

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

Contact	E-Mail	Tel. No.
MDB Magazine Directory		020 8292 0822

Magazine Distributors

Archant Life	richard.drake@archant.co.uk	07918 766919
Comag	steve.easton@comag.co.uk	01895 433600
Frontline	fieldsales@flgroup.co.uk	01733 555161
MarketForce	magazineinfo@marketforce.co.uk	020 3148 3498
MPS	info@mailpublishersolutions.com	020 3615 2790
Seymour Distribution	select@seymour.co.uk	07554 403788

Retail Association

National Federation of Retail Newsagents (NFRN)	David Daniel, Trade Relations Manager	020 7253 4225
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Sales Clubs

Just4Indies	just4indies@comag.co.uk	01895 433 600
NFRN Newspro	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	0845 121 1970
Profit Partwork Club	profit.club@comag.co.uk	01895 433 600
Seymour Select	select@seymour.co.uk	07554 403 788
Superleague (FORE)	nikki.griffiths@fore-uk.com	07590 045862

Display Solutions

Bartuf Systems (via news wholesaler)		
Menzies and EM News Shop Development	shop.development@menziesdistribution.com	
Smiths News Shop Development	shop.development@smithsnews.co.uk	0845 120 3085

If you would like to request further copies of this leaflet '**Making more money from magazines**', please contact **PPA** by telephone **020 7400 7529** or by e-mail **retail@ppa.co.uk**

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