

# Making more money from magazines



[www.ppa.co.uk/retail](http://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!

# 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?





## Category Planogram

## Shopper Flow

### 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**

#### 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](http://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)  
Closer (7)  
OK (12)  
Hello (14)  
New (15)  
Look (17)  
Reveal (20)  
Grazia (22)

Now (23)  
Star (31)  
More (36)  
National Enquirer (51)

### WOMENS WEEKLIES – TRADITIONAL

Take A Break (2)  
Chat (8)  
Women's Weekly (11)  
People's Friend (13)  
That's Life (18)  
Pick Me Up (25)  
Bella (26)  
Love It (27)

Woman (30)  
Best (32)  
Womans Own (33)  
My Weekly (35)  
Real People (40)  
Full House (41)  
The Lady (86)

### CHILDRENS

Beano (57)  
Doctor Who Adventures (58)  
Cbeebies Weekly (66)  
Cbeebies Special (75)  
Top of the Pops (80)  
Girl Talk (82)

Ben 10 (89)  
In The Night Garden (97)  
Cbeebies Art (99)  
Disney Princess (105)  
Fun To Learn Friends (111)

### 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)

### 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 Moto-cross 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)

## Title Level Planogram

## Shopper Flow



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.

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

## 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

**BARTUF**

Systems

Smiths News Shop Development Services  
Tel: 01905 745633

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

# Newspapers

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

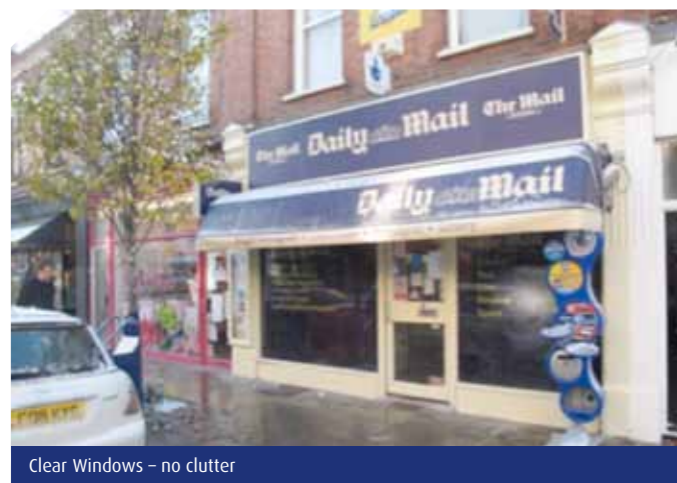
No product can drive customers into your store more frequently than newspapers. As the only product in your store that is different every single day, newspapers have the ability to drive footfall on a daily basis, and a top selling news story or televised promotion will see more customers entering your 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](mailto: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](mailto: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](mailto: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](mailto:kate.mcelroy@ppa.co.uk)

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

To download a best practice guide for Shop Save and HND visit [www.ppa.co.uk/retail/resources/independent-retailers](http://www.ppa.co.uk/retail/resources/independent-retailers)

# 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](mailto: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](http://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](mailto:retail@ppa.co.uk) or visit [www.ppa.co.uk/retail](http://www.ppa.co.uk/retail)

Sector / Company	E-Mail	Tel. No.
<b>MDB Magazine Directory</b>		
MDB Magazine Directory		020 8292 0822
<b>Magazine Distributors</b>		
Advantage		020 7938 6000
COMAG	<a href="mailto:sid.grigg@comag.co.uk">sid.grigg@comag.co.uk</a>	01895 433600
Frontline	<a href="mailto:fieldsales@flgroup.co.uk">fieldsales@flgroup.co.uk</a>	01733 555161
MarketForce	<a href="mailto:magazineinfo@marketforce.co.uk">magazineinfo@marketforce.co.uk</a>	0203 148 3498
Seymour Distribution	<a href="mailto:select@seymour.co.uk">select@seymour.co.uk</a>	020 7429 4000
<b>Newspapers</b>		
Daily Mail Circulation Department	<a href="mailto:retail@dailymail.co.uk">retail@dailymail.co.uk</a>	020 7938 6000
<b>Trade Contacts</b>		
National Federation of Retail Newsagents (NFRN)	David Daniel Trade Relations Manager	020 7253 4225
<b>Sales Clubs</b>		
NFRN AIM	<a href="mailto:brian@nfrn.org.uk">brian@nfrn.org.uk</a>	07824 332858
Panini Approved Sticker Stockist (P.A.S.S.)	<a href="mailto:magazineinfo@marketforce.co.uk">magazineinfo@marketforce.co.uk</a>	020 3148 3498
Premier Club (Smiths News)	<a href="mailto:premierclub@smithsnews.co.uk">premierclub@smithsnews.co.uk</a>	01905 745783
Profit Partwork Club	<a href="mailto:profit.club@comag.co.uk">profit.club@comag.co.uk</a>	07768 021887
Seymour Select	<a href="mailto:select@seymour.co.uk">select@seymour.co.uk</a>	020 7429 4000
Superleague (Menzies Distribution)	<a href="mailto:superleague@menziesdistribution.com">superleague@menziesdistribution.com</a>	013 1469 4742
<b>Display Solutions</b>		
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](mailto:retail@ppa.co.uk)

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