



Important Announcement from Express Publications (EMG)

To assist newsagents, from on sale date 7th September 2011 **no** title published by EMG will be on sale for more than 4 weeks. EMG will also, wherever possible, schedule on sale dates for the first two weeks of the month

Why is Express Media Group making these significant changes?

- EMG acknowledges that newsagents are, and will always remain, the major avenue for sales of its extensive range of special interest titles.
- We understand the cash flow issues which newsagents face and the subsequent impact of early returns on sales of our magazines.
- By scheduling on sale dates for the first two weeks of the month and having short on sale periods we believe that newsagents will see the retailing benefit of giving our magazines shelf space in their shops
- The 4 weeks on sale periods and early month scheduling will give newsagents no need to feel they should early return magazines for cash flow reasons and miss out on potential sales

EMG is acutely aware of the challenges facing newsagents in a rapidly changing retail environment. This initiative is part of a programme of improved conditions for newsagents. EMG will be working with its distributor, Network Services, and with key industry representatives to strengthen the relationship between EMG and newsagents. We will keep newsagents advised of developments.