

## Helping newsagents handle the coming changes to newspaper distribution

There is no doubt that newspaper distribution is undergoing extraordinary change. This will affect every newsagent, retail *and* distribution.

The changes are being brought about by falling print newspaper sales due to customers migrating to devices such as the iPad and iPhone *and* news being accessible from more outlets and not just publishing companies.

Newspaper publishers will protect the return they achieve from their print product by cutting costs and / or increasing margin through cover price and newsagent margin changes. One way they are cutting costs is reducing the number of newsagents they deal with.

Newsagents face business-defining decisions through this period of structural change.

We can help.

Tower Systems serves more than 1,800 newsagents with newsagency management software covering retail *and* distribution needs ... from large to small, city to country.

We have already experienced distribution changes in South Australia when Advertiser Newspapers made moves more than two years ago. The SA changes were a trial for what News is rolling out nationally.

We are also experienced working with Victorian newsagents who have consolidated distribution businesses and created operations of scale and operational efficiency.

Out of 18 major distribution businesses in Victoria, we have sixteen using our software. We have experience with office, factory, university, suburban *and* rural delivery requirements.

Our market share places us in a leadership position. We accept this role with humility and work hard to represent the interests of newsagents, our colleagues and friends.

Our newsagency management software and support processes help newsagents:

- **Merge runs** for distribution efficiency
- **Merge multiple customer databases** into one
- **Manage wrapping efficiency**
- Establish a network of **payment points** – regardless of the software being used
- Manage **bigger groups** of sub-agents (100+)
- **Eliminate paper** by supporting in-vehicle technology
- **Connect management** by enabling easy off site access to the software

We can help you navigate the changes in newspaper distribution ... with software, advice or a friendly ear to listen to your particular challenges.

For more information call a local expert: **NSW/ACT:** Nathan Morrison - 0417 568 148; **VIC/TAS:** Jonathan Tay - 0403 189 379; **SA/WA:** Tim Batt - 0401 833 917; **QLD/NT:** Rohan Genn - 0434 072 417. Of call Tower Managing Director Mark Fletcher on 0418 321 338.