

## **HOT OFF THE PRESS: Woman's Day Bumper Royal Baby Issue**

### **On sale FRIDAY**

As Princess Kate's pregnancy announcement takes over headlines everywhere, a special bumper edition of **Australia's number one weekly** is being rushed to stores along the Eastern Seaboard on Friday 7<sup>th</sup> December, ahead of its usual on sale date.

***A perfect opportunity to capture incremental sales - Don't miss out on your chance to grab your share of the rewards!***

***Participating in the Quarterly Rebate Incentive?*** Use this bumper issue to move further towards your targets and grab your **45% bonus commission**.

With public interest in Kate's pregnancy at fever pitch, we don't need to tell you twice that his announcement is a massive opportunity for newsagents to **drive sales** and **maximise in store traffic** as well as for eligible agents to benefit from **45% bonus commission** on incremental sales under the QRI.

The biggest issue of the year, this special commemorative issue of Woman's Day will deliver an in-depth guide that will be much sought after by avid fans of the Royal Family and regular customers alike, including 16 pages of news on the royal baby that the world has been waiting for.

This issue – dubbed Woman's Day's Celebration issue – will also include 33 festive Christmas recipes and a 24 page Carols by Candlelight pull-out song book in conjunction with the charity Vision Australia.

#### What do I need to do to drive sales of this issue in my store?

- **Rush your copies** of this special issue to high traffic areas in store;
- **Position next to newspapers** to capitalise on impulse purchase opportunities;
- **Leverage furniture** such as dump bins and counter units and grab your share of the sales;
- **Marketing support** – The issue will be promoted with a TVC airing on GO and GEM from Sunday 16/12. You will also receive posters to support the issue in store;
- **Don't forget about QRI!** For eligible agents, this is an ideal opportunity to inflate your YOY sales and move you further towards your set targets to reap the guaranteed reward of **45% bonus commission** on incremental sales!