



INTEGRATED
PUBLICATION
SOLUTIONS

22nd April, 2014

THE SATURDAY PAPER

Dear Retailer,

After a successful launch in Victoria and New South Wales, The Saturday Paper will commence distribution into **South Australia** and **Queensland** from Saturday April 26th, 2014.

The Saturday Paper is a weekly publication which concentrates on quality journalism and is only available through the newsagency network. *The Saturday Paper* retails for \$3.00 and the standard IPS commission of 27% will apply, this means \$0.81^{inc} GST for every copy sold!

The launch will be supported by above the line marketing, social media campaigns, sampling and point of sale material. IPS encourages retailers to support *The Saturday Paper* by positioning it prominently next to other Australian newspapers in high foot traffic areas and educating consumers that there is now an alternative newspaper to purchase.

IPS has set initial supply levels based on publisher information, demographics and retailer profiles. Supply will be loaded and available for viewing on Wednesday 23rd April on IPS Online (www.ipsonline.net.au). IPS encourages retailers to maximise sales opportunities by supplying sub agents within their territory.

If you require further information, please contact our customer service team on 1800 606 477 or customerservice@publicationsolutions.com.au.

Kind regards,
Integrated Publication Solutions.