

# News Corp Australia



## My Magical Story Collection

3 – 17 February 2019

Dear Distributing Agent / Retailer,



Disney is the #1 licensed kids brand globally, creating “magical moments for people of all ages”.

In partnership with Pixar, their combination of magical story-telling, loveable characters and imaginative adventures continues to ensure the brands are entrenched in the lives of families across Australia.

This February the 15 part 'My Magical Story Collection' will combine the best selling heritage stories, including Cinderella, Beauty and The Beast and the Jungle Book with the best selling recently released story content Coco and Cars 3 plus stories from movies to be released in 2019 Frozen 2 and Lion King.

### PROMOTIONAL OVERVIEW

The My Magical Story Collection from Disney and Pixar is a 15 part story book collection.

- First book, The Lion King and collectors case will be free with the purchase of the paper on Sunday, February 3.
- Books 2-15 are available for \$2.80 (RRP inc GST) with purchase of the paper

For your customers to redeem Collection, they MUST purchase one of the following News Corp Australia papers either in-store with the Book OR present the relevant in-paper token for redemption:

The Courier-Mail  
Townsville Bulletin  
Cairns Post  
The Morning Bulletin  
News Mail  
Sunshine Coast Daily  
Toowoomba Chronicle  
Warwick Daily News  
The Daily Examiner

The Sunday Mail  
Gold Coast Bulletin  
Daily Mercury  
The Observer  
Fraser Coast Chronicle  
The Gympie Times  
The Queensland Times  
The Northern Star

## REDEMPTION MECHANIC

For your shoppers to participate in the promotion they MUST:

1. Purchase any participating newspaper in-store with the book, OR
2. Present a token from one of these papers at participating outlets for redemption
3. These redemption mechanics MUST be honoured by all participating outlets.

## PROMOTIONAL SUPPORT

A significant schedule of promotion support will help to inform your customers about this Collection.

## EXECUTIONAL EXPECTATIONS

- Point of Sale (POS) will be delivered to you prior to the start of the promotion.
- POS should be positioned across the path to purchase from outside your store, and then along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please contact your Area Sales Manager for any assistance.
- On receipt of the books, check your supplies on arrival and notify us immediately if there are any discrepancies between the supplies you've received and the quantities on the label.

## COLLECTION RUN ORDER & BARCODES

Book	Barcode	Date
The Lion King	9330303003950	Sunday, 3 February 2019
Coco	9330303003967	Monday, 4 February 2019
Cinderella	9330303003974	Tuesday, 5 February 2019
The Incredibles 2	9330303003981	Wednesday, 6 February 2019
UP	9330303003998	Thursday, 7 February 2019
Alice in Wonderland	9330303004094	Friday, 8 February 2019
Monsters Inc	9330303004087	Saturday, 9 February 2019
Frozen	9330303004032	Sunday, 10 February 2019
Inside Out	9330303004049	Monday, 11 February 2019
The Jungle Book	9330303004056	Tuesday, 12 February 2019
Moana	9330303004063	Wednesday, 13 February 2019
Zootopia	9330303004070	Thursday, 14 February 2019
Cars 3	9330303004025	Friday, 15 February 2019
Beauty and the Beast	9330303004018	Saturday, 16 February 2019
Finding Dory	9330303004100	Sunday, 17 February 2019

## PACKING EXPLANATION

For the collection we are again using ratio packing to assist with the distribution.

Pallet pack ( Ratio pack )

- Carton 1: Cartons contain 10 x Collector's Album and Book One (Day 1)
- Carton 2: Cartons contain 70 x Books (Days 2-8) – 10 x per specific day – banded in lots of 10
- Carton 3: Cartons contain 70 x Books (Days 9-15) – 10 x per specific day – banded in lots of 10

Each Ratio pack to contain a printed A5 flyer to show order/day of release.

## DELIVERY SCHEDULE

Details of the dates for delivery will be as follows:-

Day 1 and Collectors Case – Week Commencing 21/01/2019

Days 2 to 8 – Week Commencing 21/01/2019

Days 9 to 15 – Week Commencing 21/01/2019

## INVOICING INCLUDING COMMISSION

- Distributing Agents with a retail outlet - commission: 15%
- Retailer commission: 7.5%
- Direct Relationship Retailers & Sub Retailers will receive 7.5% commission for each book sold.
- Distributing Agents will receive 7.5% commission for each book sold by the participating outlets & sub retailers at the conclusion of the promotion.

## RETURNS & BILLING

- Returns portal open: Sunday 24 February, 2019
- Returns portal closes: Friday 8 March, 2019
- Billing issued: Sunday 24 March, 2019 less the relevant commission on the NET sales (supply less returns).

Please ensure all your returns have been processed and confirmed through the portal by the closing date, as any returns processed after this may not be considered.

Please leave your unsold books out for collection with your normal newspaper returns for Week Ending 3 March 2019

Please contact your Area Sales Manager or call the Newsagency Service Centre on 1800 639 700 if you have any questions.

We thank you for your support.

Kind Regards,

Operations  
News Queensland