

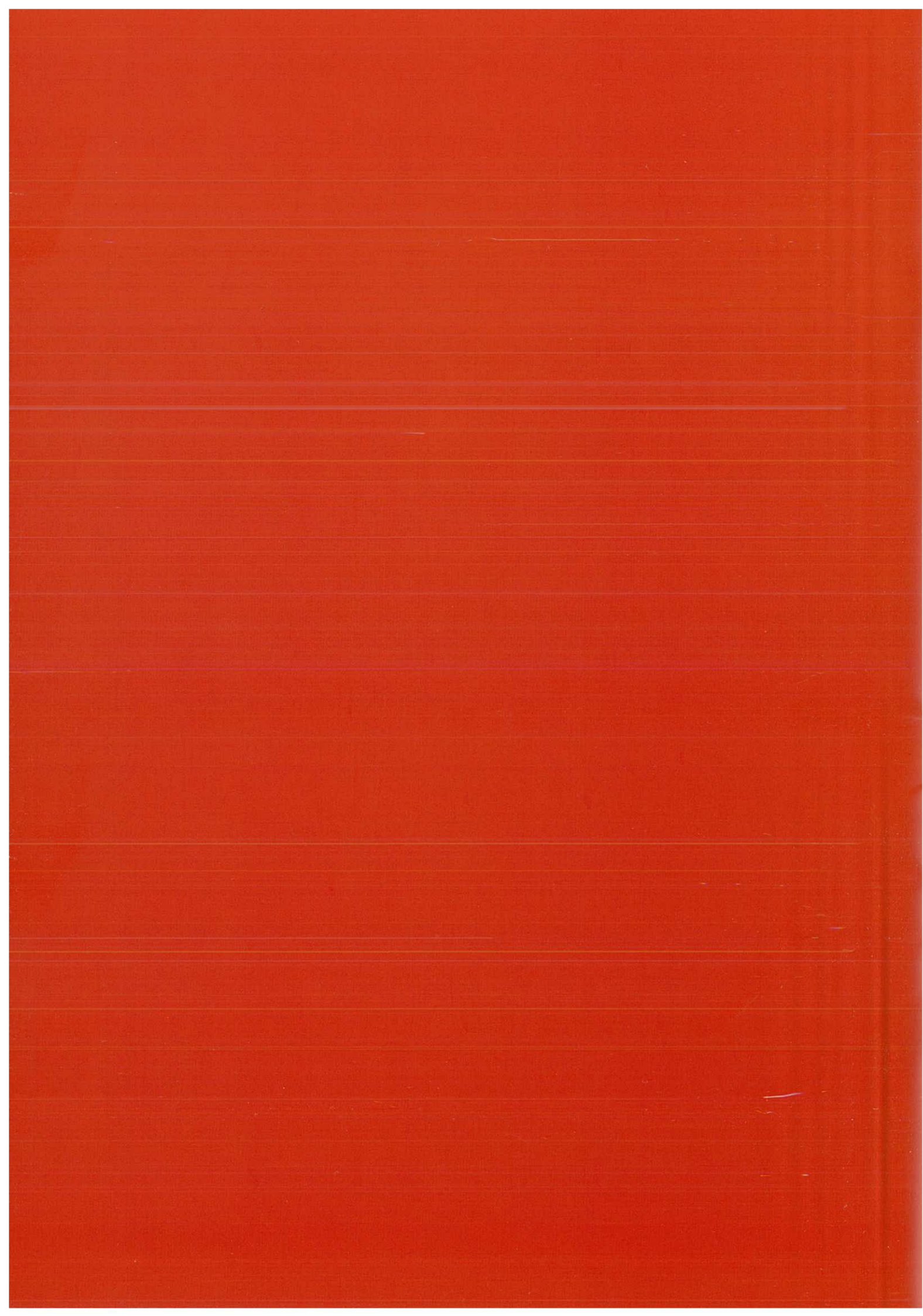


**Magazines. Keeping newsagents unique.**

Information kit on managing the dynamic category of magazines.  
An MPA initiative in support of Australia's newsagents.







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## Newsagents' Purpose Statement

From the MPA "Newsagents' Values Workshop" conducted April, 2003.  
Presented at the ANF Conference, Hobart, 16 May, 2003.

*"We are the unique destination retailer and distributor of a comprehensive range of newspapers and magazines, providing news, information and services to all age groups in the community.*

*We offer high quality service to our customers in a local, friendly environment, always recognising and adapting to the changing lifestyle needs of the community."*

## Magazine Publishers' Mission Statement

*To strengthen newsagents' position as the unique specialist destination retailer of a comprehensive range of magazines.*

Publishers seek to achieve this by partnering with newsagents to:

- Share best practice in magazine category management.
- Understand the dynamic, diverse category of magazines and the potential for sales growth and profit contribution.
- Reinforce the importance of a comprehensive magazine range in sustaining growth for newsagents.



# Australians spend almost \$800 million per annum on magazines at newsagents

## The Unique Relationship between Magazines and Newsagents

- Newsagents are the only retailers that carry a large and diverse range of magazines.
- Consumers see newsagents as the natural home of magazines — around 70%<sup>1</sup> of all magazines are sold here.
- Magazines are a key driver of store traffic and newsagents are the only place where consumers can browse a wide range of titles.
- Magazines generate around 35% or more<sup>2</sup> of newsagents' revenue.
- Most of the promotional material produced by publishers is exclusively for newsagent sales.
- Individual newsagents know their own clientele best. They can control the magazine titles they stock and the customer flow to maximise their revenue.

## Key Magazine Facts

1. Australians love magazines and are among the world's biggest consumers of them. More than 300 million copies of magazines are purchased each year at a retail value of nearly \$1.2 billion<sup>1</sup>. Around \$800 million<sup>1</sup> of this is spent in newsagents, making magazines one of their biggest retail sales revenue categories.
2. Australians are spoilt for choice when it comes to magazines. The category offers a diverse and comprehensive range, with more than 4500 titles available.
3. Locally published, regular frequency Australian consumer magazines number in excess of 700<sup>1</sup>, covering a wide spectrum of interests and activities.

Australian titles account for the vast majority of magazine sales in newsagents.

4. The large number of imported titles on Australian newsstands originate mainly from the UK and US, English-speaking countries with similar cultures. They supplement the choice and range of titles offered through newsagents.

5. More than 17 million<sup>3</sup> customer visits are made to newsagents each week and magazines are a key driver of this store traffic for variety, choice and the larger selection of titles<sup>4</sup>. This gives newsagents a clear point of difference and competitive advantage over other retailers, and makes them the "magazine expert"<sup>4</sup>.

6. People associate magazines with newsagents and newsagents with magazines<sup>4</sup> — around 70% of all magazine sales<sup>1</sup> are through newsagents compared with 45% of cards<sup>3</sup>.

7. Newsagents have the authority to order the magazines their customers want.

1. MPA industry data, 2002.

2. Recent industry benchmark studies.

3. Source: ANF, 2003.

4. Source: ACP research, 2000 — 83% of consumers see newsagents as the natural and historic home of magazine retailing; 90% regard newsagents as the experts in magazine retailing; 55% of newsagent magazine purchasers identified variety, greater choice and larger selection as main reasons for buying at a newsagent.

*Publishers invest more than \$45 million annually to market magazines through newsagents*



## Magazines and Newsagents

Newsagents are the magazine specialists — the home of magazines — and the only retail channel to carry an extensive range of local and imported titles. This gives you a significant competitive advantage and a destination status as a retailer. All other product categories you offer your customers can be found in greater range and variety in other specialty and variety outlets.

Consumers regard newsagents as the magazine experts. That's why they spend nearly \$800m a year on magazine purchases through your stores, making magazines one of your biggest product categories.

Research<sup>1</sup> shows that:

- 83% of consumers regard newsagents as the natural, historic home of magazines.
- 90% regard newsagents as the experts when it comes to magazines.
- The majority of consumers (55%) name variety, greater choice and larger selection as the main reasons for buying their magazines at a newsagent.

However, the same research also shows that customers sometimes find the typical magazine display cluttered and hard to navigate due to poor signposting of different magazine sections. It is important that you pay close attention to the way magazines are displayed and laid out in your store.

As competition increases in a rapidly changing retail environment, focus on what gives you the advantage over other retailers. Consumers associate magazines with newsagents because of the diversity and range of titles you carry. Preserving this primary point of difference is vital to your long-term viability and prosperity. Stocking a large range of magazines that are relevant to your customers and territory holds the key to preserving your unique status as the only store consumers can go to for a wide selection of titles.

The majority of magazine sales are made over the counters of newsagents. Australia's magazine publishers recognise the key role newsagents play and invest more than \$45 million annually<sup>2</sup> in marketing, point-of-sale, merchandising and consumer advertising to drive customers into your stores, generating regular and impulse sales. **No other category has such a strong commitment to newsagents.**

Magazines create regular store traffic for newsagents and spill-over sales in other product categories. With fresh magazines in store each week, consumers are constantly enticed with new offerings and reasons to come into your store, browse and buy a magazine, often together with another purchase.

And unlike most categories stocked by newsagents, the majority of magazines are available on a sale-or-return basis, ensuring newsagents can maximise sales while minimising financial risk.

1. ACP Consumer Behaviour Research study, 2000.
2. MPA member benchmark study.

*Newsagents are the natural home of magazines and their wide range of titles gives them a unique retail advantage*



# Few things put customers off more than untidy, cluttered or half-empty shelves

## Tips for Selling Magazines

### Improve your product knowledge

Read the trade press, flyers and bulletins to be informed about the latest launches and promotions. Flick through your magazines, especially your top sellers and new titles. The more you know about them, the more you will sell.

### Get involved

Participate in promotions — they work. Magazine publishers invest in promotions and point-of-sale support because they sell more copies. They are designed to get customers to sample magazines — make sure customers try those magazines in your shop.

### Take advantage

Publishers invest heavily in advertising new titles and creating excitement around the launch of new issues. Increase your sales by ensuring you stock the title that everyone wants to buy. Devote additional space and give maximum exposure to new titles and promotions.

### Give magazines the time and attention they deserve

Magazine racks need careful management and should be tended at least twice a day. Few things put customers off more than untidy, cluttered or half-empty shelves. Remember, many other retailers are undisciplined when it comes to maintaining their magazine displays, so this is another way for you to score the advantage.

### Look after your most important customers

Get to know what your existing customers like and keep them happy. Acquiring new customers is far harder than keeping your existing ones. Good display of a well-stocked magazine section in an attractive, welcoming store will help ensure your magazine customers keep coming back.

### Get personal

Newsagents know their customers better than any other type of retailer. Get to know them even better and you will find it easier to sell to them and gain on your competitors.

### Make the most of cross-selling opportunities

Letting your customers know when the latest issues of magazines they may be interested in arrive or when you are running special magazine promotions will help you maximise cross-selling opportunities while customers are visiting your store.

### Be disciplined

Apply category management techniques to your magazine displays every day — that's when they work best. If you neglect range and space-planning issues for even a few days, you'll start falling behind.

### Go back to basics

Make sure you have a clean, well-lit and uncluttered shop; friendly, smiling staff; and good, constantly updated magazine displays. These days, customers expect and demand quality wherever they go.

### Play to your strengths

As a newsagent, your two greatest strengths are your ability to provide your customers with a comprehensive range of local and imported magazines and a high level of personal, friendly service. Combine these two and be practically unbeatable.

### Don't be afraid of browsers

Encourage magazine browsers. Research<sup>1</sup> shows 33% of people who browse magazines in a newsagent will purchase before they leave.

### Take time out

Visit your competition or a newsagent from another territory. Observe what they are doing right and what they are doing wrong. Take a look around your store, browse the racks, see it from your customers' point of



# Get the simple things right: good displays, lighting, cleanliness and service



view. Try to find a specialist magazine. How easy is it to locate? Ask yourself the most important question a retailer can ask: “Given the choice, would I shop here?” Would you?

## Tips

- Key titles within each sub-category should be positioned in the most prominent position within the display.
- Eye-level shelves should contain the best-selling titles and sub-categories.
- Maximise multiple-purchase opportunities by placing associated sub-categories and titles next to each other.
- Look at multiple facings — sales increase each time a facing is added, but be aware of reaching saturation point.
- Each new facing removes another title from display. You should only consider multiple facings of the bestsellers, taking into account seasons, trends and special events in your territory.
- Allocate specific space to display new launches or promoted titles.

1. ACP research, 2000.

*Support new titles  
and promotions*

*Encourage browsers  
—33% will buy before  
they leave*

# Eye-catching displays visible from outside entice customers into your store

## Point-Of-Sale Advice & Tips

Use the posters and point-of-sale materials sent to you by publishers — they are designed to draw people into your shop and to sell copies.

Even customers who come to your store to make a pre-planned title purchase often buy other magazines on impulse. Create exciting point-of-sale displays in your store to really drive copy sales.

Point-of-sale material, promotions and displays are competitive advantages newsagents have over other retailers. Publishers invest large amounts in creating promotions and display material to help you sell more magazines, so make this work to your benefit.

**Use category header boards and shelf-talkers** to direct customers to the right shelves for the titles they are looking for.

**Don't overcrowd** — effective displays should have impact, not get lost amongst the clutter.

**Remove and refresh point-of-sale** — when a magazine goes off sale, make sure that the point-of-sale material is also removed and place a fresh display to keep the store interesting for your customers.

**Create eye-catching displays** visible from outside your shop to tempt customers into the store and drive impulse purchases. Externally visible displays advertise that your newsagency specialises in selling a broad range of magazine titles.

**Take an active part in creating any new shopfit** and ensure that you work with your planner to include front-of-store promotional space. This important area is often overlooked by shopfitters who unwittingly remove poster racks, frames and signage. Passing traffic will be attracted by a great front-cover poster, headline or display.

**REMEMBER:** publishers create point-of-sale materials to support their advertising campaigns aimed at driving consumers into your stores. Make sure you create visible displays from the material provided to capitalise on the TV, print, outdoor and other advertising activity.



*Promotion = Increased Sales = Profit*







# Imported titles add depth of range and attract enthusiasts

## Role of Imported Titles

Australia attracts thousands of imported magazines, mainly from the major English-speaking countries the US and UK. Most imported magazines are niche or special-interest titles. Publishers and distributors are aware of the challenges newsagents face in managing such a large volume of titles. Australia's major magazine distributors are looking at improved monitoring of imported-title sales and maximising sales-efficiency levels to help make your job easier.

## How do imported magazines contribute to newsagents' unique position as retailers?

- Imported magazines add depth of range to already popular sub-categories. In some cases, there is no local equivalent of an imported title.
- Understand your customers' interests and needs and stock the appropriate range of imported titles to meet their demands.
- Enthusiasts with 'niche' interests are prepared to hunt out their titles and pay premium prices for specialist imported titles.
- Newsagents' reputation as a destination retailer for sought-after niche titles, including imported magazines, produces spill-over sales of more broadly available magazines that may otherwise have been purchased from other retailers. The additional foot traffic will also encourage add-on sales and impulse purchases for other non-magazine items.

- Sometimes there is a close association between the country of origin of an imported magazine and a particular interest area that lends great authority to the subject or sub-category — US guitar magazines or UK soccer titles, for example.

- The next big fad is likely to come from overseas — like Pokemon, for example. Newsagents are perfectly placed to capitalise on new "crazes" as titles become available as imports — no sell-in period or buying delay.

By being more interactive with your imported titles and refining and trialling titles in conjunction with your distributor, you can benefit from lowering negative cash flow and optimising sales, while enjoying a premium margin on what are frequently high-priced titles.



## *Sub-agents will sell more if magazines are well displayed and point-of-sale is properly used*



### Value of Sub-agents

Sub-agents provide you with extra revenue from magazine sales as they act as extensions to your store. If you are a “round-only” newsagent, sub-agents can become your retail face in the territory.

Sub-agents can maximise your sales opportunities by providing consumers with convenient access to magazines. Often sub-agents operate after hours, which means you are still making money while your own newsagency is closed and capturing incremental impulse sales.

The range of magazines that a sub-agent stocks depends largely on the type of retail business and its customer base. Some sub-agents generate extra sales by carrying a small number of niche titles only, while others carry a large range of mass titles.

Looking at other retail outlets in your territory can help you assess which shops will provide additional sales for magazines that you already sell. In some cases, these retailers can stock niche titles that you normally cannot sell in large numbers through your own store because you do not have the right customer base for these particular magazines.

Like newsagents, sub-agents sell more magazines when the magazines are well displayed in a suitable stand and use the correct point-of-sale material provided by the publishers. Work closely with your sub-agents to maximise sales by ensuring the right display stands and latest point-of-sale material are being used.

Supply magazines to sub-agents on time (early morning of the on-sale day) and in adequate numbers for maximum sales. Check the sub-agent's stock levels several times a week, ensuring no sell-outs in peak periods.

Take a look around your territory today and see what opportunities exist to make sub-agency magazine sales work for you and bring in extra **dollars**.

*Sub-agents provide customer convenience and generate additional revenue*

# *Look closely at the titles you need to satisfy both consumer demand and space availability*

## The importance of category management

Properly administered category management will help ensure that the space on which you pay rent yields the best possible return.

Different categories of products and services play different roles in your business — some drive store traffic; some contribute more to sales revenue volume. Managing each category as a strategic business unit will help you understand your customers' needs and improve the productivity and profitability of your business.

Examine the demographics of your customers and characteristics of your territory and, using your sales data as a guide, identify the optimum range of categories for your business.

## The importance of magazine category management and range

Magazine category management is not simply ranking the 500 or 2000 top-selling titles and stocking them. Magazine category management gives you the power to determine which titles should be stocked to match the needs and interests of your customers.

### **Magazine category management includes;**

- The correct range of titles for your customers across a broad spectrum of subject categories.
- Titles segmented into the right groupings.
- The correct flow of magazines in your store.
- Dedicating the optimum amount of floor space.

## Range of titles

As a newsagent, you have the competitive advantage of stocking an extensive range of magazines to suit the needs of your customers *and* being able to order what your customers want. This is a cornerstone of the relationship between newsagents and magazines. With thousands of titles available, magazine category management will help you determine which titles to stock to match your customers' demands and drive store traffic.

The first step in identifying the optimum range for your store is to look at the demographics of your territory and your customers, and to use your sales data as a guide. For example, if your customers are predominantly young families with mortgages, you will probably find that you need to pay more attention to parenting and DIY homemaker titles than would a newsagent located in an area populated by retirees or students attending a university or college.

While the demographics of your customers may drive specific categories, you should offer a range of magazines from all the 18 sub-categories (see following section on magazine category segmentation).

Manage each sub-category as a strategic business unit. Ignoring a sub-category totally can result in consumer disappointment and a feeling that you do not offer a comprehensive magazine service.



# Manage each magazine category as a strategic business unit

## Identifying consumer magazine buying patterns

Invest in an electronic point-of-sale system and learn how to benefit from the information it provides to assist you in managing your magazine category. The reports can help you establish how much space should be allocated to each magazine sub-category. Look at total sales and contribution to gross profit of each sub-category, then look closely at the titles you need to stock to satisfy both consumer demand and space availability.

- Use actual scanned sales of magazines to assess buying patterns.
- Use XchangeIT to assist magazine suppliers to allocate supply in a timely fashion to meet your customers' needs.
- Rank the performance of each sub-category from highest to lowest sales per annum.
- Calculate the percentage each product in that segment contributes to the segment's sales.
- Relate these buying patterns back to your customer demographics.
- Create a ranked list of titles that drive sales in your store.

## The criteria your range of titles should meet

- Provide your customers with the magazines they want and are most likely to buy.
- Provide an appropriate selection across all sub-categories.
- Flexibility — allow the opportunity to stock new launches and respond to the popularity of specialist titles.
- Offer a more comprehensive range than your competitors. This is your competitive advantage.
- Reinforce the reputation of newsagents as specialist retailers of magazines and increase store traffic.

*Invest in an electronic point-of-sale system*



*Customers often find magazine displays cluttered and hard to navigate*

## Magazine Category Segmentation and Magazine Flow

How many times has a customer walked into a shop and, unable to find what they wanted, walked out frustrated? Don't let this happen in your store.

Research<sup>1</sup> has shown that customers often find magazine displays cluttered and hard to navigate, making it difficult to find the magazine they want.

While some magazines are bought as planned purchases, others are purchased on impulse. Browsing is important to newsagents, as a third of all browsers will make a magazine purchase<sup>1</sup>.

The way magazines are displayed and laid out is critical to the success of the magazine category in your store. You can maximise sales by making it easier for your customers to browse and buy.

## What is magazine segmentation?

Segmentation is the grouping of titles together into a common-interest category. These are best defined by the way consumers shop for and identify magazines, such as Women's Interest, Sports, Men's Lifestyle, etc.

The segmentation chart on the next page identifies 18 broad sub-categories into which all magazines can be classified.

Ongoing consultation between publishers and distributors resulted in further segmentation of these sub-categories into 57 segments, allowing even clearer identification of like-minded titles. For example, if a customer is looking for a magazine on rugby, they would expect to find these titles alongside other field-sports titles and, of course, with all sports titles.

This segmentation model is still under development, but it is recommended to newsagents as an initial industry standard.

<sup>1</sup> ACP research, 2000.

*The way magazines are displayed and laid out is critical to the success of the magazine category in your store*



# SUGGESTED SEGMENTATION

## SUB-CATEGORY

## SEGMENT

Women's Weeklies

Celebrity  
TV  
Real Life

Women's Interest

Lifestyle & Fashion  
Bridal  
Health & Fitness  
Parenting  
General

Children's

Pre-School  
Pre-teen  
Comics  
Education

Teenager

Lifestyle & Fashion  
General

Music & Entertainment

Pop Culture  
Movies/TV  
Music

Home & Lifestyle

Gardening  
Home

Food & Wine

General  
Premium

Current Affairs/Business

Current Affairs  
Business / Finance

Computers & Gaming

Commercial  
Personal  
Gaming

Motoring

Cars  
Motorcycles  
4 x 4  
Trucks  
Caravans

Buying & Selling

General  
Automotive  
Boats  
Commercial Equipment

Sport & Leisure

Football  
Water  
General

Men's Lifestyle

General Interest  
Health & Fitness

Adult

Restricted  
Unrestricted

Special Interest

Animals  
Astrology  
Environment & Science  
Rural  
Aviation & Defence  
Travel & Tourism  
Arts & Literature  
Tattoos  
Electronics  
Outdoor & Hunting  
Other

Craft & Hobbies

Photography  
Craft  
Collectables  
Other

Crosswords & Puzzles

Partworks



# MAGAZINE CATEGORY SEGMENTATION

# Getting the right flow of magazine sub-categories for customers in your store will maximise sales

## What are the benefits of magazine segmentation?

There are many benefits, but the most important ones are all customer focused.

- Increased sales by making it easier for the shopper to locate the magazine they are interested in.
- Encourages the shopper to buy more magazines by placing like-minded titles next to each other.
- Encourages customers to buy magazines on impulse because placing titles in the most prominent areas of the store increases the chance of browsing and purchase conversion.
- Allows the retailer to better analyse magazine sales and better range the most important titles.

The following page outlines the rationale for some magazine category adjacencies and how they can assist your store planning.

Use it as a guide to help you position your different magazine sub-categories and maximise sales.

## What is magazine flow?

Magazine flow is the location of magazine sub-categories within your store and on your fixtures. Getting the right flow of magazine sub-categories for your store is vital if you want to maximise your magazine sales.

Some magazine sub-categories are more impulsive than others. Generally speaking, the more impulsive sub-categories should be displayed at the front of the store to maximise sales.

Sub-categories which are less impulsive (for example, Craft & Hobbies or Special Interest titles) should be positioned away from the main browsing area as we know that customers will come into your shop looking for these titles; they have already decided that they want these before they enter.





| SUB-CATEGORY     | ADJACENT SUB-CATEGORIES                                 | REASONS  | STORE PLACEMENT  |
|------------------|---|--|--|
| Women's Interest | Women's Weeklies  | Percentage of female consumers and product highly complementary.   | Front of store due to impulsive nature of product.   |
| Children's       | Women's Interest<br>Teenager                            | Mothers shop Women's Interest (Parenting) and will be the end purchaser of the children's titles.  | Front of store due to impulsive nature of products and location due to parental purchase.                |
| Teenager         | Children's<br>Women's Interest<br>Music & Entertainment | Progression of the child shopper to the teen shopper. Close crossover of demographics with Teenager and Music.                                     | Front of store due to impulsive nature of products. Consumer crossover with Women's Interest categories. |
| Buying & Selling | Newspapers<br>Motoring                                  | Strong association with newspapers due to classified nature of product. Adjacent to motoring due to high automotive component of Buying & Selling. | Close proximity to newspapers.   |
| Men's Lifestyle  | Sport & Leisure<br>Adult                                | Percentage of male consumers and product highly complementary.   | Locate to encourage browsing. More destination sub-category and consumers will seek these out.           |

RATIONALE OF KEY  
SUB-CATEGORY ADJACENCIES

# *Your magazine display should start with the most impulsive category of women's weeklies*

## How is magazine segmentation implemented?

At a very basic level, implementing an improved display is simple.

It is important that you allow your customers to browse the magazine category. The use of category planograms is a key way of maximising your sales.

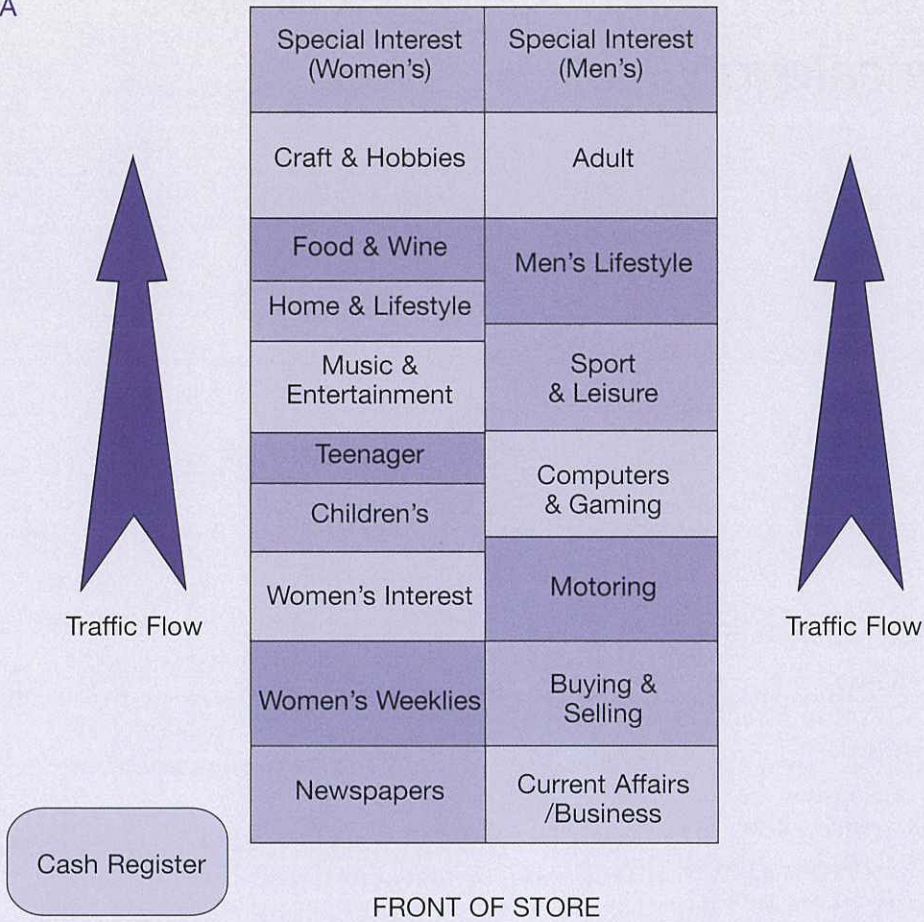
The following pages provide generic examples of magazine category planograms. These are provided as a broad guide for your reference when it comes to arranging your magazine displays. Of course, adjustments would be made to suit the particular needs of your newsagency and your fixtures.

Use these steps as a guide to displaying your magazines, keeping in mind the specific demographics of your area and customers:

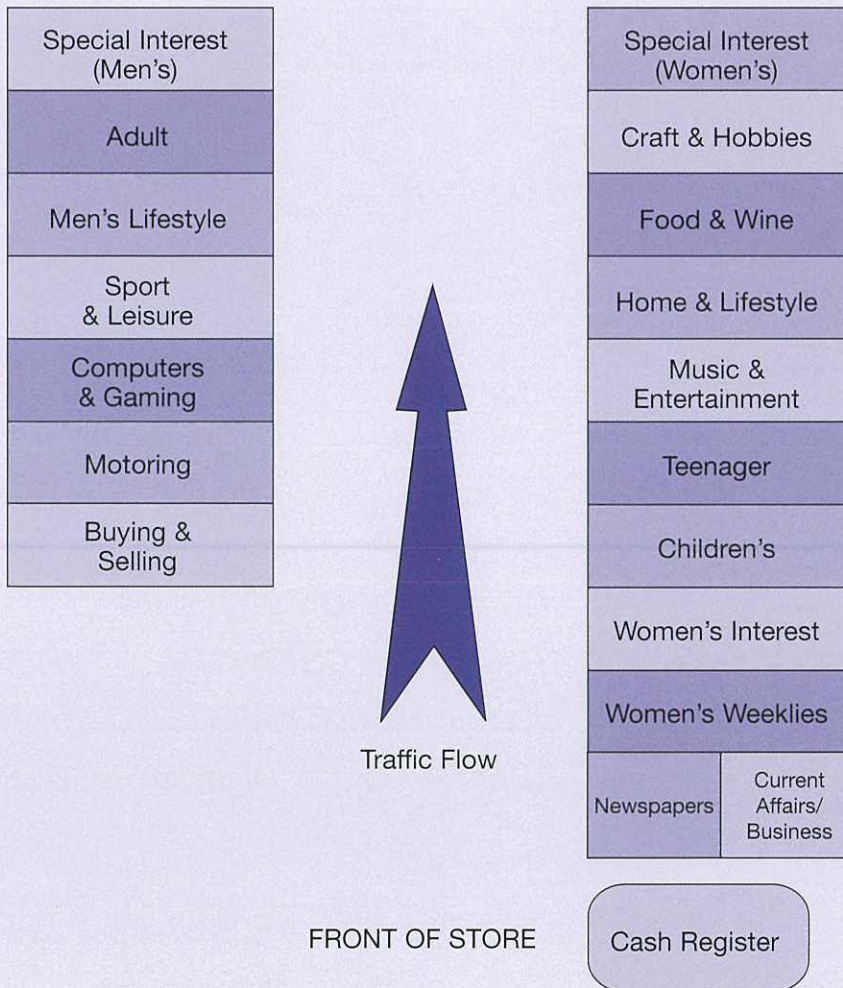
- Understand how customers flow through your store in relation to where you display magazines and where your register is.
- Your magazine display should start with the most impulsive category of women's weeklies and flow in a pattern similar to that shown in the following examples.
- Look at the specific demographics of your store and allocate space by category in relation to sales performance. For example, in an area with ageing demographics, the standard allocation of space to categories like Sport & Leisure may be less while the display allocated to some Women's Interest segments or Crafts & Hobbies may be more.



EXAMPLE A



EXAMPLE B



# *Are you allocating the optimum amount of space to the magazine category?*

## **Benchmarking Your Business**

Comparing your business with industry benchmarking data is a valuable way to see opportunities for extra sales and growth.

Industry benchmarking studies conducted in recent years show the magazine category is often the biggest retail-sales category in newsagents. Of course, results vary from agency to agency but, overall, magazines represent around 35% or more of retail-sales turnover. This is not surprising given that newsagents are regarded as the magazine specialists.

To achieve this turnover, the space allocated to magazines in newsagents is also usually more than the space allocated for other categories. Industry indicators show that around 30% of floor space is devoted to the magazine category in retail newsagencies. How does this compare with your business?

You, like many other newsagents, may find that increasing your space allocation for magazines will increase your overall sales. Examine your floor space allocations for each of your product and service departments and compare them to the sales revenue you achieve from each.

The charts on the next page show, for a leading NSW retail newsagency and top seller of magazines, the percentage breakdown of sales turnover for five major retail categories (i.e. non-commission categories) and the breakdown of store space allocated to different categories.

Magazines are by far the biggest sales-revenue category, accounting for 44% of total annual-sales turnover in the major categories (excluding Lotto), with 32% of the space allocation.

How does your store compare? Are you allocating the optimum space to magazines?

Remember, magazine shoppers create valuable store traffic for your business.

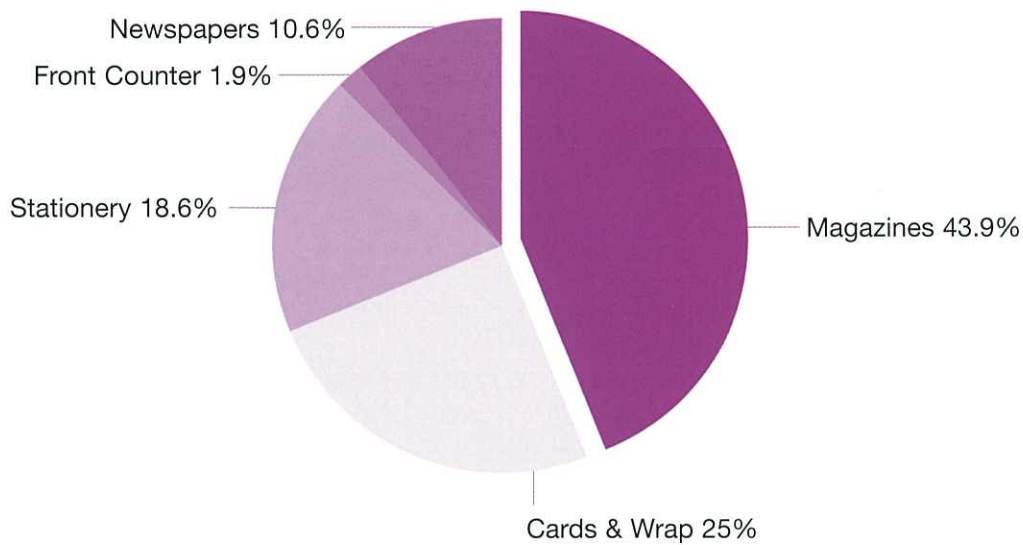
*Industry indicators for magazine category:  
35%+ of turnover and  
approx. 30% of floor space*



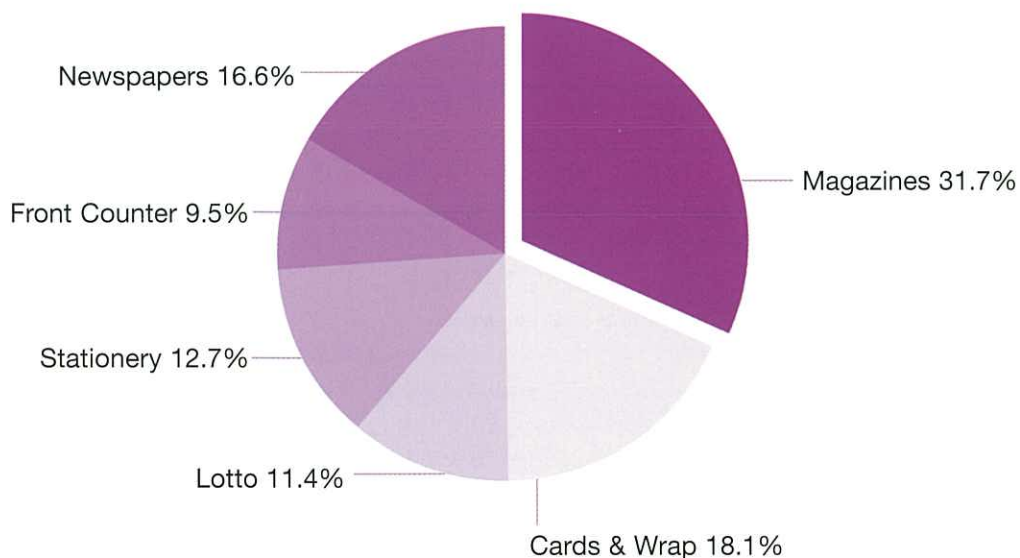
# Example of space allocation and sales turnover for top-selling NSW magazine retail newsagency



TURNOVER ALLOCATION BY MAJOR RETAIL CATEGORY (EXCLUDING LOTTO)



SPACE ALLOCATION BY CATEGORY



Source: Newsagents Association of NSW & ACT (NANA) from data supplied by Newstrade.  
 References: Newsagent Association, South Australia (NASA).  
 Victorian Newsagent Association (VANA).

## Frequently Asked Questions

### 1. Why do I need to stock so many magazine titles?

Magazines bring customers to your store and generate more revenue than almost any other category. A broad range of magazines is your unique point of difference as a retailer. Only you can offer consumers a comprehensive range of local and imported titles, so give magazines pride of place in your store to maximise your attraction to customer traffic.

### 2. Why should I dedicate my best-selling space to magazines?

Newsagents are regarded as the magazine experts and your customers appreciate inviting displays and easy access to a broad range of titles. Shopfits that take into account your customers' need to browse and easily find their magazines will maximise your sales and build store traffic.

### 3. Why should I promote one title over another?

Promotions create in-store excitement for your customers, bringing to their attention the magazine category and creating impulse sales. What to display should depend on who your primary customer is. Look at local and seasonal events that tie in with related magazines as another way to get your customers involved.

### 4. How can I compete with the supermarkets?

Don't try and compete with them — differentiate your store and look at ways to make your customers come back again and again, and visit your store before they visit a supermarket. Supermarkets do not stock the range of magazines that newsagents do and can never offer the same friendly, personalised service as newsagents. If you put the customer first and provide superior customer service and inviting magazine displays, you will beat the supermarket every time.

### 5. How can I make magazines a destination category in my store?

Provide your customers with a superior shopping experience and a large range of titles covering all 18 suggested magazine sub-categories and they will see you as the place to visit for all their magazine needs. With magazines as a destination category, you will increase the number of customers coming into your shop, giving you the opportunity to cross-sell products from other categories.

### 6. I don't have a large shop — how many titles should I have?

You should aim to have a broad range of titles covering all 18 suggested sub-categories. This ensures that consumer demand can be met by at least maintaining a range of titles rather than just the top-selling ones. The number of pockets and size of the display space will depend on your customers' demographics, demand and layout of your store.

### 7. How do I decide what the best-selling titles are by category for my store?

Ideally, if you have a point-of-sale system, most systems give you the ability to create reports ranking titles and sales within sub-categories or segments. You should then be looking at the best-selling magazines by segment rather than ranking magazines in total.

### 8. Where do I display overseas titles in my range?

This depends on the demographics of your territory. In some cases, it may be advantageous to display overseas titles in their own area creating a destination sub-category. If overseas titles are a lesser part of your business, however, they should be displayed according to the segmentation principles outlined earlier.







# FREQUENTLY ASKED QUESTIONS

## Where to Get More Information

This booklet is an initiative of Magazine Publishers of Australia and has been developed in consultation with Australia's leading consumer magazine publishers.

For general enquiries about the topics covered in this booklet, you can contact the MPA office on (02) 9923 1568 or email [mpa@magazines.org.au](mailto:mpa@magazines.org.au).

Contacts you may find useful in obtaining more information are:

### **MPA members**

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Or your local or national newsagent association:

Australian Newsagents' Federation (02) 9460 2999



**Magazine Publishers of Australia (MPA)** is the industry association for consumer magazines representing Australia's leading magazine publishers.

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P.O. Box 513 North Sydney 2059  
(tel) +61 2 9923 1568 (fax) +61 2 9460 1450  
[www.magazines.org.au](http://www.magazines.org.au)  
ABN: 50 125 149 191



MORE INFORMATION



P.O. Box 513 North Sydney 2059

+61 2 9923 1568

+61 2 9460 1450

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