

## Frequently Asked Questions and Answers for Retailers Kingaroy Newsprint Changes - October 2019

### What is happening?

We have identified an opportunity to introduce a more contemporary newspaper product.

The *Central & North Burnett Times* and the *South Burnett Times* will adopt a smaller, friendlier and contemporary 350mm tabloid format. These newspapers will continue to be printed on the newsprint loved by our readers.

### When do these changes happen?

*Central & North Burnett Times* will continue to publish in its current format up to and including Thursday 17 October 2019, moving to the new 350mm tabloid format from publishing date **Thursday 24 October, 2019**.

*South Burnett Times* will continue to publish in its current format up to and including Tuesday 22 October 2019, moving to the new 350mm tabloid format from publishing date **Friday 25 October, 2019**.

### What does this mean for our retailers?

An in-store point of sale suite will be created to assist in notifying and informing your customers of the upcoming format changes prior to the official launch. The new format change will provide a more compact user friendly experience for your loyal customers to enjoy on a daily basis.

### Are changes required to the wrapping machines as a result of the format change?

You can adjust the wrapping machines to suit the new 350 compact format.

For most machines, you can adjust the back-stop that the newspaper rests against (see images below). To adjust the back-stop to the new 350 compact format newspaper, move the back stop so the new newspaper sits in the centre of the plastic.

For some wrapping machines where the back stop doesn't adjust, some engineering may be required.



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**Will the distribution of *Central & North Burnett Times* and the *South Burnett Times* change as a result of the format change? Will my paper still be delivered to my house / business / local shops etc?**

There are no changes to distribution as a result of the change in size.

**What does this mean for our readers?**

We will let our readers know about the new format in the lead up to the changes. While the shape of our newspapers is changing, our commitment to the community is not. We remain committed to providing reliable, locally-driven news and information our fellow locals love.

**Does the smaller size newspaper mean there is less content to read?**

No. While the shape of our newspapers is changing, our commitment to the community is not. We are proud of the role we play in our communities and the connection we share with our readers. We remain committed to providing the reliable, locally-driven news and information our fellow locals love.