

Subject: Grow Your Newsagency with Australia's Most Trusted Marketing Group

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NEWSPower

2026

NEWSPower AUSTRALIA



Who We Are and What We Do.

Newspower is Australia's largest and most trusted marketing group for independent newsagents. For 35+ years, we've helped stores grow sales, attract customers, and improve performance with practical marketing, buying power, and ongoing support all while you stay fully independent.

What We Do

- Manage your social media and advertising
- Provide stronger buying power with 60+ Preferred Partners
- Deliver proven marketing strategies and seasonal campaigns
- Offer dedicated Business Manager support

Retail Growth Made Easy - We help you grow through:

- Digital and online solutions
- Better buying power
- Effective marketing and advertising
- Ongoing support and networking

Seamless Online & Digital Solutions

- Social media management

- Google Business Profile setup and management
- Targeted online ads
- Affordable website & eCommerce setup

Better Buying Power & Exclusive Deals

- Save up to 25% on key product lines
- Exclusive promotions and seasonal offers
- Discounts with service partners like Tyro, Termina, Afterpay

Marketing & Advertising That Works

- Branding, signage, and merchandising support
- Custom-designed visual assets
- Seasonal campaigns with in-store display materials

Ongoing Member Support & Networking

- Dedicated Business Managers
- Members-only online network
- Educational videos
- Regular industry updates and supplier deals

Be Found, Be Visible

- **Google Business Profile:** We manage updates, photos, reviews, and optimisation to boost your local search visibility.
- **Facebook Presence:** We help set up or improve your Business Page so customers can find you easily.



Post-Assist (Facebook Posting Service)

- Up to 6 posts per week created and published for you

- Covers key categories: magazines, cards, stationery, lotto, seasonal promotions, ink & toner
- Designed to drive customers and highlight what's in store

Advertising Advantage (Free Facebook Ads)

- Free ads when you buy qualifying stock
- We create and run the campaign – nothing for you to do but display and sell product
- Targets local customers to increase foot traffic and sales

Preferred Partners & Buying Power

- 60+ suppliers across all major categories
- Exclusive discounts and offers
- Magazine promotions and incentives through Are Media



Inkpower Program

- Become the go-to ink & toner retailer
- Quarterly campaigns
- Targeted Inkpower Facebook advertising
- Access to top brands at competitive prices

Seasonal Campaigns

- Professionally designed merchandising kits
- Posters, banners, decals, shelf talkers
- Easy-to-follow setup guides
- Major seasons supported with digital advertising

Digital Resources

- Downloadable assets for in-store or social media use
- Quick, convenient, and ready to activate

Signage & Branding

- Internal and external signage solutions
- Shopfitting support
- Uniforms, stationery, loyalty cards, magazine headers

Community Engagement

- Easter Colour-to-Win competition
- Christmas Free Postage Stamp promotion

Be Part of the Newsagent Community

- Dedicated Business Managers
- Member meetings and events
- Trade fairs
- Weekly virtual meetings
- Member-only Facebook group
- Regular email bulletins

Your Membership Benefits

- A strong national network
- Time-saving tools and streamlined processes
- Ready-to-use marketing resources
- Ongoing guidance to improve store performance
- Access to the Member Portal

CONTACT NEWSPAPER



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You are receiving this email as you are a valued Newsagent.

Our mailing address is:

