

NEWSPREAD

GETTING THE MOST OUT OF YOUR NEWS & MAGAZINES CATEGORY

While it is generally acknowledged that news and magazines is a category that demands a lot of time and attention, the rewards for a well run category can be enormous. An average newsagent will have up to 200 different titles on the shelf at any given time. As the ultimate FMCG (fast-moving consumer goods) category, news and magazines is a critical part of the retail offering because of the regular and frequent purchases it attracts and its contribution to the overall turnover of the business. A good selection of daily, Sunday and regional newspapers along with an extensive magazine range is proven to be a significant factor in driving foot fall and consequently sales in other categories also.



The following simple steps can help to improve the profitability of your news & mags category:

- ✓ Appoint a dedicated staff member to be responsible for looking after the category. Also ensure a second person is familiar with the operation to cover holidays and sick leave. Weekend cover should also be factored in.
- ✓ Check daily deliveries against delivery note and report any discrepancies immediately
- ✓ Check daily recall note - remove all recalled stock and display all new stock
- ✓ Pack and label returns properly - make sure to securely tie and label every bundle
- ✓ Treat returns like cash - manage them very carefully.
- ✓ Replenish stock regularly - don't allow fast selling titles to sell out.
- ✓ Tidy your newspapers and magazines area at least twice daily - an untidy display can result in reduced sales.
- ✓ Use the Newsread website (www.newsread.ie) to manage the category more efficiently. The website allows you to
 - * Adjust standing orders for magazines and newspapers
 - * View past and current invoices
 - * View historic sales information by title
 - * Report discrepancies in deliveries or returns credits
 - * Check barcodes and RRP's for a range of titles
 - * Check recall dates and unsolds cut-off dates
 - * Review supplies and average net sales for every title supplied by Newsread
 - * Check what you will be receiving in your delivery each day

