

# RETAIL NEWSAGENT

## READ ALL ABOUT IT

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Three in one local shop  
'Creating distinct zones draws in shoppers of all kinds' Page 26 >>

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# 'I'll stub out every rogue tobacco shop'



- Ex-cop turned retailer launches crusade to put any store convicted of selling illicit tobacco out of business.
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NEWSPAPERS

## Campaign adds 28k 7-day HND customers

Deliver My Sun worth average £200 margin for stores retaining orders for a year.

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## Sunday trading plan 'close to defeat'

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CIRCULATION

## £524k Star profit cut

Half price red-top only up 6.8%, first official figures show. Page 4 & 7 >>



**Joint venture** Sukhi's Simply Fresh in Kenilworth is reaping the benefits of bringing family-run Becks Butchers back to the town, after taking part in an RN project. Avtar Sidhu, who runs the shop with his wife, said the new range added £115 to the shop's turnover in the first five days with orders also coming in for Christmas.

FRANCHISING

## 'Our Xmas bargains are worth joining for'

Second recruitment drive for Bargain Booze after successful summer campaign.

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My Local deal behind Nisa turnaround as symbol operator says it's on track to hit £7.2m profit target.

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## LEADER



Instead of engaging on the important issues, the business secretary gave the platitudinal politician-to-retailers speech



CHRIS GAMM

Editor

@ChrisGammRN

Having business secretary Sajid Javid speak at the recent ACS Heart of the Community event was a major coup for the lobbying group. But retailers in attendance told RN his speech was the latest evidence that the government is completely out of touch with small business.

Sunday trading and the National Living Wage had been high on the day's agenda and retailers wanted to hear their concerns answered.

Instead of engaging on these important issues, the business secretary gave the platitudinal politician-to-retailers speech about growing up in a family retail business, and told them the government was helping them by creating a strong economy. When he did discuss the living wage, he offended some of the award-winning retailers in the room, saying if they work hard they might become future employers with one or two staff members.

So which party is willing to support small business? The fact that it is taking the SNP to block the Conservatives voting through extending Sunday trading hours stands in its favour. And while Jeremy Corbyn is laughed at in the media for being an anti-business lefty, at least his opposition to a Sunday trading extension shows he is willing to protect local shops.

On Monday 16 November, RN is testing out his party's credentials in an interview with shadow small business minister Bill Esterson. And in the spirit of Mr Corbyn's approach to prime minister's questions, we want to give him real examples of the challenges you face.

So please send the questions, views and experiences you'd like us to share with him to [tom.gk@newtrade.co.uk](mailto:tom.gk@newtrade.co.uk) by 10am on Monday. We'll see then if Labour takes up the opportunity the Conservatives missed and show some fight for the interests of the businesses they represent.

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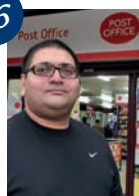
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# NEWS



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## Star cuts £524,444 off retail margins

Circulation figures for October have revealed the Daily Star slashed an estimated £524,444 off retail margins between October 5 and 31.

The daily, which cut its price in half to 20p on 5 October, increased copy sales by 27,249 per day compared to September, an increase of 6.8%, equating to a loss of £18,107 in margin per day.

On Saturdays, copy sales rose by 41,797, or 11.1%, resulting in a loss of £25,018 per day, while on Sundays, copy sales leapt by 21,921, or 9%, resulting in a loss of £24,614 per day.

Sales revenue in October, based on 27 days at the new price and four at the old price, was £3.5m, compared to £5.4m in September – a total loss of £1.9m, or 35%.

Publisher Northern & Shell did not respond to RN's request for comment.

● ABC analysis – p7.

## 'High street' start-ups get £1m each

The government has awarded £1m a piece to three start-ups attempting to attract shoppers back to the high street.

A loyalty card business that allows retailers to contact customers with offers through email, a marketing app that uses beacons to send out offers and promotions to passing trade, and a search engine for use inside changing rooms won the grants as part of the Innovate UK project.

The scheme was set up to find new ways to bring shoppers back to city and town centres and to increase footfall for high street retailers of all sizes.

## 'Enough MPs to defeat Sunday trading plan'

Independent retailers have lots of champions in parliament whose votes could defeat government plans to relax Sunday trading laws, according to a Conservative MP.

Speaking after the SNP revealed it has decided to vote against the changes, David

Amess, a former chairman of the All Party Parliamentary Small Shops Group, told RN there are enough Tory MPs opposing the proposal to win the vote.

"If Labour, the SNP and a group of Conservatives vote against Sunday trading, the no votes will carry the day,

there's no question of that," he said. "There are between 10 and 20 Conservatives who will not be supporting the measures, which is enough to defeat the government."

Although the legislation only affects England and Wales, the SNP fears it could drive down Scottish work-

ers' wages.

Angus Robertson, the SNP's Westminster leader, said this week: "SNP MPs could hold the balance of power in the House of Commons on Sunday shopping and we will not undermine shop workers."

**New seven-day HND orders for 6,000 stores so far** Response shows 'future in home delivery'

## Deliver My Sun campaign adds 28,200 new HND orders

by Nicola Stewart

The Deliver My Sun campaign has generated 28,200 new seven-day orders, delivering a potential £1.2m in margin per year.

So far, 6,000 stores have benefited from new orders, meaning each store is in line to pick up an average £200 margin if customers stay on for 12 months.

Greg Deacon, independent sales manager at News UK, told RN the 12-week free delivery scheme would continue for the foreseeable future, with more offers likely to follow.

"The success of this campaign shows there is a future in home delivery," he said.

"What else could be sold and delivered to these customers? In future we could be looking at more than just newspapers."

The publisher has already launched cross-cat-



Wisebuy Variety Store in Halstead won £1,000 for getting 41 Sun HND orders in three weeks

egory promotions in stores, joining forces with suppliers such as Mondelez and Topps, and is focusing on helping retailers increase total profitability, he said.

"We are creating coalitions with other brands that will help make newspapers more relevant and part of missions throughout the day," he said.

Counter sales of papers are also a priority and 3,700 stores have benefited from the My Perfect Shop scheme, with 925 of those getting secondary display units.

Les Gilbert, of Chard News in Somerset, recently launched an HND offer and has already had three orders as a direct result of Deliver My Sun.

"Home delivery is an area we believe we can grow quite considerably and I am impressed at how supportive News UK has been in supporting independent retailers," he said.

Mr Deacon added: "We will continue to support retailers with material and solutions that help them maintain an unrivalled service every day."

## Make space for Future's Star Wars promo

Future Publishing expects a Star Wars-themed promotion running across a raft of its titles to bolster sales by 20%.

In anticipation for the release of *The Force Awakens* on 18 December, the next issues of *Total Film*, *SFX*, *The*

Official Xbox Magazine and PlayStation Official Magazine are offering readers the chance to win one of five BB-8 droids by Sphero.

The toys, worth £129.95, are modelled off the droid as it appears in the film, and

can be controlled from a smartphone.

Future is encouraging retailers to display the issues, on sale late November/early December, prominently to capitalise on demand.





**Retailer launches crusade against illicit traders** Major suppliers called on to withdraw support

# 'I will shut down stores selling illegal tobacco'

by Gurpreet Samrai

A former special constable turned award-winning retailer is spearheading a crusade to put any store prosecuted for selling illegal tobacco out of business.

Suppliers are being called on to help stamp out illicit trading by forming an alliance and signing a code of conduct which states they will sever ties with convicted businesses.

"Tobacco companies have always had a lot of clout in threatening to remove their gantries," said the

Yorkshire retailer, who does not want to be named due to safety fears. "But what I want is for suppliers to come together and say that if a retailer is prosecuted they will all pull out of their business and basically bring that retailer to their knees."

The retailer has already spoken to several major FMCG suppliers and the campaign has been welcomed by JTI, Camelot and One Stop, with positive feedback from others.

A Camelot spokesman said it reinforces its aim to

run The National Lottery with "the utmost integrity".

Andrew King, One Stop franchise director, said the industry should work together to eradicate illicit trading.

He added: "Any illegal activity by one of our franchisees would bring our brand into disrepute. Protecting our brand is vitally important to One Stop, not just for the benefit of our own company stores, but also to safeguard the livelihoods of our franchisees."

Last month, wholesaler Bestway withdrew its sup-

port from a Levenshulme shop after it was prosecuted for selling illegal tobacco and JTI removed its gantry.

Jeremy Blackburn, JTI head of communications, said he applauds Bestway's actions and would be fully behind any initiative that takes illegal cigarettes out of the legitimate supply chain.

The determined retailer, who was a special constable for three years, is also working on compiling a dossier on the damage the illicit trade causes businesses to present to the government.

## Network Rail 'wiping out indies'

Oddbins has accused Network Rail of carrying out a "systematic social cleansing" of independent businesses after the off-licence chain was evicted from its flagship London Bridge store.

In a letter to the Evening Standard, Oddbins managing director Ayo Akintola said Network Rail has given it six months' notice to close its Borough High Street store as part of redevelopment plans.

Mr Akintola warned "countless small businesses" could face a similar fate under future upgrades to the train network.

## NLW 'lethal cocktail'

Tesco chief executive Dave Lewis claimed rising business rates and the National Living Wage will create a "lethal cocktail" for retailers.

Mr Lewis said measures being introduced by Westminster will leave businesses facing £14bn in extra costs over the next five years.

Mr Lewis said: "The impact of the retail sector on our wider economy is absolutely massive. We need to be careful we don't lose or damage some of that almost by accident."



### Screen success

London retailer Peter Wagg says using digital screens as part of eye-catching window displays has helped to generate significant footfall in his stores in Canary Wharf, London. His latest displays are promoting Pass My Parcel in the run up to Christmas and a £1 deal on sharing bags of M&Ms. Mr Wagg said: "We have been using the screens for three-and-a-half years and more and more suppliers and publishers are wanting to use them because of the impact they have."



## My Local helps Nisa to hit trading targets

Nisa chief executive Nick Read hailed a strong start to his company's relationship with My Local, as the group revealed it was on track to hit its full year trading targets.

Mr Read said Nisa was able to deliver an additional £7.5m worth of stock to My Local stores in its first week of trading, after a last minute disagreement with

Morrisons left businesses with empty shelves days before opening.

"The fact that we could get our trading function in on a Saturday morning and contact 189 suppliers to get product out to stores in the first week was testimony to our supplier relationships and us delivering in spades on distribution," said Mr Read.

His comments came as Nisa revealed it had hit earnings before tax of £3.3m in its half year trading figures, up £3.5m from the same point last year.

The company set itself a target of £7.2m after suffering a £3m loss in the previous financial year.

Mr Read attributed the latest results to improved distribution efficiencies

and significant savings on overheads. He said he was now looking into issues of a small number of members who were "not pulling their weight".

He added: "In a transparent mutual business with a membership of 1,260, everybody needs to add value and we can't have members that aren't contributing to the club."

## Anti-crime posters

Imperial Tobacco has unveiled a new poster campaign as part of its ongoing 'Suspect it? Report it!' anti-illicit trade scheme.

The poster shows before and after images of Ari Aziz Mohammed's gantry at his UK Mini Market store in Smethwick, which was removed after the retailer was convicted of selling illegal tobacco.

# NEWS

## BUSINESS

### No Black Friday for Asda

Asda has confirmed it will downsize its Black Friday offers following chaotic scenes at its stores during last year's event.

The multiple said "shopper fatigue" on flash sales of non-essential items before Christmas was the reason it was stepping away from Black Friday, which takes place on 27 November.

The company said it will instead focus on cutting the price of food, drinks and household goods by £26m during winter.

Asda came under fire in 2014 after customers were filmed fighting over Black Friday deals on electronics and toys in its Wembley store.

The news comes a week after franchise operator One Stop announced it would launch Black Friday deals in its stores for the first time.

● *Your Stock* - p18.

### Leicester Dhamecha

Dhamecha has opened its first cash and carry depot outside its London heartland with a new site now operating from Leicester.

The 80,000sq ft depot began trading last Friday, bringing the total number of Dhamecha branches up to eight.

Retailers attending the grand opening were able to take advantage of one-off deals, while the cash and carry will run a daily raffle for the next month giving away prizes including smartphones and laptops.

Pradip Dhamecha, chief executive of Dhamecha, said: "Opening a cash and carry outside of London is a bold step for us and it's fair to say that everyone connected with the Dhamecha Group is very excited about the new venture."



### Retailer engagement evening attracts 500

More than 500 retailers from London and the surrounding area attended JTI's retailer engagement evening last week. Those present were able to learn more about the company, its products and to socialise with their local sales rep before enjoying a curry from the Blue Ginger restaurant.

● *Is this the end of the trade show? News analysis* - p28.

**Free fees and 24-hour refit** Group to build on 'unprecedented' level of new leads

## Bargain Booze targets sign ups with 'wow' deals

by Steven Lambert

Conviviality Retail is launching a second wave of marketing encouraging retailers to join its Bargain Booze franchise after a summer recruitment drive led to an "unprecedented" number of new business leads for the company.

The group is targeting store owners with a series of ads, mailshots and other initiatives to grow its retail estate during Christmas.

The campaign will promote the benefits of becoming a Bargain Booze or Bargain Booze Select Convenience retailer. These include offering prices that are 12% lower on average compared to supermarkets, as well as having a full chilled and fresh range delivered up to five times a week from Nisa.



Nimerjit Bains' store before (right) and after its conversion to a Bargain Booze Select Convenience

In addition, Conviviality is offering free franchise fees for a year to any new retailers joining the group.

It follows on from a similar campaign launched in August, which offered a free 24-hour refit to the first 100 franchise sign-ups.

Those taking advantage

of the offer include Nimerjit Bains, who converted her store in Treherbert, Rhondda Cynon Taf, to a Bargain Booze Select Convenience last month.

Mrs Bains said: "We were an independent before, but I liked the look of Bargain Booze, so we decided to take

up the offer.

"We've been happy with the move and our customers also seem pleased with the new store and the prices we can now offer them."

Retailers interested in joining the Bargain Booze franchise can call 0330 3030 333 for more details.

## Costcutter margin squeeze concerns

Retailers operating under Costcutter have raised concerns over product price increases they claim are squeezing their margins.

John Vine, owner of Newsworld in Church Stretton, Shropshire, claimed 80% of product prices have gone up since Costcutter's acquisition of Palmer & Harvey's retail estate under the Buyco deal. Mr Vine

said: "We've had products like pricemarked four packs of Strongbow go up by £1 with our margin shrinking from 20% to 6%. Our margins on e-cigarettes have also gone from around 40% to 25%. We were told that the Buyco deal would reduce our prices, but we've not seen that yet."

Another Costcutter retailer, who did not want to

be named, said: "Our prices have been going up and we've been losing around 3% to 4% in margin over the last six months."

However, Mace retailer Vip Panchmatia said: "Generally, our margins have increased since the move and we've been getting better deals as well."

Huw Edwards, trading director for Costcutter

Supermarkets Group, said "In any given week there will be price increases and decreases. We constantly track our prices against our competitors using the latest systems.

"This always offers our retailers extremely competitive prices and margins, while enabling them to offer their customers outstanding value."



**In-store PoS material to support Michelin star chef offer** Move may help turn around weekend sales slump of up to 9%

# Telegraph aims to cook up extra sales with Tom Kerridge promo

by Nicola Stewart

The Telegraph is aiming to boost sales this weekend with a national promotion offering readers exclusive Tom Kerridge pullouts.

Customers who buy the paper on Saturday and Sunday will find two booklets each featuring 15 recipes from the Michelin star chef's new book Tom's Table.

The offer is supported by in-store promotional material and The Telegraph is asking retailers to display the title prominently throughout the weekend.

Posters can be downloaded from the NFRN website or requested directly from the publisher's retail team.

Sales of the daily were

down 8.4% on Saturdays and 9% on Sundays in October, according to the latest Audit Bureau of Circulations figures.

The Daily Star, meanwhile, posted its first official figures since it slashed prices by half, rising 6.8% on weekdays compared to last month, but failing to stop its annual decline, dropping 4.7% compared to October 2014.

Its Saturday edition did manage a year-on-year increase of 2.6%, while the Daily Star Sunday was down 2.9%.

Sunday papers continued a steep decline, falling by an average of 8.8%, while Saturday papers dropped 6%, with The Times increasing circulation by 2.6% on Saturdays.



## Magazine sales soar as women decide to Love It!

Sales of independent women's weekly Love It! have soared by 18% since the title changed ownership in August.

Copy sales increased from 80,000 an issue to 95,000 after ACH Publishing bought the title from Pep Publishing and merged it with OMG!

ACH launched OMG! earlier this year, achieving a circulation of 52,609 after six months.

The publisher told RN: "Love It! is currently in 15,000 independent stores and is averaging a sale of two copies per store.

"We want to put it into another 3,000 independents and there's no reason to think they couldn't also sell an average two copies from an allocation of four.

"We are hoping this could take us over the magic 100,000 figure."

### October Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	712,807	-1.6%	-11.6%	£99.2	757,807
Daily Record	171,715	-2.5%	-11.0%	£22.7	176,884
Daily Star	428,603	6.8%	-4.7%	£20.7	429,038
The Sun	1,673,445	0.0%	-10.2%	£155.3	1,688,236
Daily Express	385,571	-1.8%	-10.7%	£51.3	385,571
Daily Mail	1,311,055	-1.2%	-4.2%	£182.5	1,388,423
Daily Telegraph	431,534	-0.9%	-4.0%	£140.8	431,534
Financial Times	36,861	0.3%	-13.4%	£19.9	59,756
Guardian	138,992	-0.2%	-6.8%	£57.5	138,992
i	209,761	-1.7%	-7.8%	£21.0	279,432
Independent	33,287	-9.4%	-13.3%	£10.3	51,363
Times	326,068	-0.1%	-0.5%	£92.0	351,747
<b>TOTAL</b>	<b>5,859,699</b>	<b>-0.4%</b>	<b>-7.7%</b>	<b>£873</b>	<b>6,138,783</b>

### October Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	919,678	-0.7%	-10.4%	£177.1	964,678
Daily Record	206,073	-0.7%	-10.5%	£38.5	210,052
Daily Star	417,777	11.1%	2.6%	£30.3	417,777
The Sun	2,165,123	2.3%	-6.8%	£324.3	2,181,579
Daily Express	478,989	-1.5%	-9.1%	£87.1	478,989
Daily Mail	2,135,779	0.6%	-4.7%	£411.4	2,212,872
Daily Telegraph	603,433	-0.5%	-8.4%	£289.6	603,433
Financial Times	76,411	0.2%	-7.3%	£60.4	96,700
Guardian	306,827	2.3%	-6.9%	£190.5	306,827
i	184,588	0.6%	-2.9%	£23.1	250,675
Independent	65,599	-1.2%	-8.8%	£27.9	80,559
Times	483,850	1.2%	2.6%	£170.6	498,421
<b>TOTAL</b>	<b>8,044,127</b>	<b>1.2%</b>	<b>-6.0%</b>	<b>£1,831</b>	<b>8,302,562</b>

### October Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	197,939	-1.3%	-11.3%	£66.5	201,758
Sunday Mirror	701,620	-1.3%	-15.5%	£191.5	746,620
People	280,220	-0.6%	-17.7%	£76.5	280,220
Daily Star Sun.	266,591	9.0%	-2.9%	£29.5	266,591
The Sun	1,463,273	1.0%	-7.5%	£307.3	1,479,156
Sunday Express	352,770	-1.5%	-10.8%	£104.7	352,770
Sunday Post	170,624	-0.6%	-14.9%	£56.3	170,624
Mail on Sunday	1,262,542	-1.5%	-6.3%	£424.2	1,332,347
Ind. on Sunday	44,680	-6.1%	-6.9%	£24.6	97,020
Observer	188,987	-2.7%	-5.9%	£137.0	188,987
Sun. Telegraph	351,738	-0.9%	-9.0%	£160.0	351,738
Sunday Times	720,118	-1.1%	-4.4%	£378.1	734,555
<b>TOTAL</b>	<b>6,001,102</b>	<b>-0.4%</b>	<b>-8.8%</b>	<b>£1,956</b>	<b>6,202,386</b>

<sup>1</sup> Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; <sup>2</sup> ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; <sup>3</sup> Total sales includes bulk sales; <sup>4</sup> Reflects inclusion of i compared to 2013 figure; Source: ABC

# NEWS

## PRODUCTS

### Budgens Farmer's new line

Budgens has widened its ready-to-cook range with a new line being added to its The Black Farmer label.

Roast in the Bag Sage & Onion Pork Loin Joint is available across Budgens stores now, with shoppers able to oven cook the product in 50 minutes. It has been launched with an introductory price of £4.50, which will move to £5.

Charlotte Tyne, trading manager at Budgens, said the product is being targeted at time-poor shoppers looking for quality meals.

She added: "Demand for premium ready-to-cook products is high because consumers want to achieve that home-cooked meal feeling with minimum time and effort."

### Müller sponsors basketball

Müller Rice is teaming up with the National Basketball Association (NBA) to sponsor the upcoming NBA Global Games London 2016 event.

The deal will see the brand launch a social media competition giving shoppers the chance to win tickets to see Orlando Magic take on the Toronto Raptors at the O2 Arena on 14 January. Müller Rice will also be promoted with ads in and around the venue during the game.

Aleks Vladimirov, brand manager for Müller Rice, said the activity will build on strong growth for the brand, with year-on-year sales up 6%.



### Trucks' date with advent calendar

Cadbury is counting down to Christmas with a festive marketing campaign, which will feature a fleet of 24 purple-coloured trucks being used to represent a giant advent calendar. The initiative, which kicked off last week, will be followed by a series of ads showing the trucks giving out gifts across the UK and Ireland.

**December launch for product with '£3.6m sales potential'** £1m marketing campaign

## Kinder Joy heading for UK after Irish success

by Steven Lambert

Ferrero is bringing Kinder Joy to the UK in time for spring following a successful trial of the product in Ireland.

The new line encompasses a Kinder Egg filled with a milk and cocoa cream filling in one half and a toy and spoon in the other half.

Kinder Joy will launch next month and will be

available for a limited period until the end of Easter. It will be supported with a £1m marketing campaign due to launch early next year.

Levi Boorer, customer development director at Ferrero, said Joy had performed favourably following a trial launch in Ireland this Easter, and said the product represented a £3.6m sales opportunity for UK stores.

He added that the manufacturer will bring back Kinder Joy as a Christmas line in Irish stores to gauge the possibility of making the product available during other seasonal events.

Mr Boorer said: "Kinder is close to being a £100m brand and Kinder Joy will be a majorly important piece of activity for us going into next year.

"We saw very little

cannibalisation between Kinder Joy and Kinder Surprise during our tests in Ireland, and 61% of people buying Joy were incremental to the kids confectionery market."

At the same time, Mr Boorer said the company is investing £1.3m in a spring campaign for its Ferrero chocolate range, which will be bolstered next year with the launch of a 240g Grand Rocher line (RRP £8.99).

## Beef & Onion wins Walkers Bring it Back vote

PepsiCo has crowned Beef & Onion as the winner of its Walkers Bring it Back competition after counting up more than 1.3m votes from the public.

The manufacturer revived five nostalgic crisp flavours in September and tasked shoppers with

choosing their favourite through its social media and web pages.

Beef & Onion received more than 480,000 votes and will now return as a permanent line alongside Walkers Marmite flavour, which was brought back to retailers' shelves in Septem-

ber. Cheese & Chive was the second most popular line, followed by Lamb & Mint, Toasted Cheese and Barbecue.

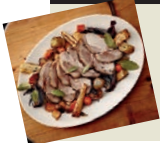
Retailers will now be able to purchase Beef & Onion in a six bag multipack.

Rachel Holmes, marketing director for Walkers,

said: "The success of this campaign has absolutely exceeded all expectations."

The announcement follows swiftly on the heels of PepsiCo launching a range of 75p pricemarks across its crisp grab bags, covering Walkers, Walkers Max and Monster Munch.

### Hot products for your shopping list



Budgens Black Farmer label has a new line, Sage & Onion Pork Loin Joint



Kinder Joy launches in the UK this month after a successful trial in Ireland

Beef & Onion won Walkers Bring it Back competition with more than 480,000 votes





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# NEWS

## PRODUCTS

### Carling has a laugh with Dave

Carling will sponsor shows on TV comedy channel Dave following a new deal signed with Molson Coors.

The move will see the beer brand featured during ad slots around shows such as *QI* and *Have I Got News For You* for the next 14 months.

The brewer said the long-running campaign would support its entire Carling range, including its Cider brands, and would also include 10-second edits of previous Carling ads.

Jim Shearer, Carling brand director, said: "The sponsorship agreement with Dave will play a key part in our strategy to build a brand that can deliver value to the beer category beyond price and drive long-term sustainable growth of the lager category."

### Grouse to get about

TV ads and a partnership with the Guardian newspaper form part of Maxxium UK's latest plans to grow sales of its Famous Grouse whiskey.

A new marketing campaign, running under the tagline 'Famous For A Reason', launched last week and will air until 27 December. Maxxium said the ad will be used to promote Famous Grouse's premium qualities in the run-up to Christmas. The brand will also support a series of articles appearing in the Guardian, which will focus on stories of the "pioneers from the world of music, technology and sport".



### 'Epic' Casillero for latest TV ads

Casillero del Diablo is taking its latest 'Wine Legend' marketing campaign to epic proportions with a movie-style ad due to hit TV screens next month. The campaign, which is currently available to view online, features scenes shot on location in Chile, Paris, Venice and Budapest. A 30-second and 100-second version of the ad will air on Sky Movies and during films on Channel 5 from 14 December.

**Indies-only competition to win festive makeover** In-store theatre and giveaways on offer

## Quaker to turn indie store into a Winter Wonderland

by Steven Lambert

PepsiCo is looking to bring festive cheer to independent retailers with the return of its Quaker Oats Winter Wonderland competition.

The brand is aiming to transform one local store with a Christmas-themed makeover, which will include in-store theatre and the chance to give away

free pots of Quaker Oats to customers.

The competition is exclusive to independents, with retailers being encouraged to send in their store details on a postcard to be in with a chance of winning.

Entries will be accepted from now until 4 December. The winner will be notified by 7 December, with their store receiving a makeover by 18 December.

Susan Connolly, winner of last year's Winter Wonderland competition at her Connolly Spar store in Tidworth, said the prize helped her attract more footfall in the run up to Christmas.

"We had a snow machine both inside and outside the store and in-store theatre, which went down really well with kids on their way to school," said Ms Connolly. "We were planning

to open a Santa's grotto in the shop but this saved us from spending on that, and we did see more people coming into the store before Christmas."

Matt Goddard, field sales director at PepsiCo, added: "The competition proved extremely successful last year so we are looking forward to driving excitement with retailers again this winter."

## Treasury targets young male wine drinkers

Treasury Wine Estates is eyeing a £76m sales opportunity for retailers with the launch of two wine ranges targeted at young male shoppers.

The manufacturer has unveiled its Gentleman's Collection and 19 Crimes wine selections, with the aim of growing sales among 18-34-year-old men.

Shaun Heyes, business sector controller at Treasury Wines, said: "Our consumer research has shown us that this group of people are intimidated by what confronts them in the wine aisle. They want stories from their brands, authentic heritage, great packaging and recommendations from their peers."

Gentleman's Collection, a sub brand of Lindeman's, includes a Cabernet Sauvignon and Chardonnay each containing a hint of fortified wine. Both lines will have labels featuring the brand's founder, Dr Henry Lindeman, with the range currently listed in Bargain Booze and Costcutter stores.

Meanwhile, 19 Crimes will feature labels covering the stories of 19th century convicts sent to serve out their sentences in Australia.

The range is currently available in Bargain Booze, Costcutter and Nisa stores.

Treasury Wines will support both ranges with social media campaigns.

### Hot products for your shopping list



Carling is sponsoring shows on the Dave TV comedy channel



Treasury is launching two wine ranges, Gentleman's Collection and 19 Crimes



Quaker Oats is offering a festive makeover to its latest competition winner





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# NEWS

## REGIONAL

### Councils team up to fight illicit tobacco

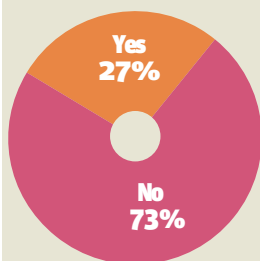
Three South Yorkshire councils have joined forces to launch a campaign clamping down on the sale of illicit tobacco.

Throughout the month, there will be a dedicated team highlighting the harmful impact of illicit tobacco and a bus advertising campaign across the region urging people aware of illicit trading to report it.

Trading standards and South Yorkshire Police have seized more than 120,000 illegal cigarettes and 15kg of illicit tobacco in Rotherham during the last 18 months.

Alan Pogorzelec, from Rotherham Metropolitan Borough Council, said: "Trading Standards will not hesitate to take robust enforcement action against those retailers and individuals that sell illicit tobacco."

#### RN READER POLL



**Is there a place for the Health Lottery now it has doubled ticket prices to £1?**

#### NEXT WEEK'S QUESTION

Has the Deliver My Sun campaign added HND orders to your business?

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### ACS calls for 'reduced burden' on retailers

The Association of Convenience Stores (ACS) has called on the chancellor to reduce the burdens he has placed on retailers ahead of the Autumn Statement later this month.

In its submission to the treasury, the association has called for the Low Pay Commission's remit to be extended so the govern-

ment cannot interfere in the setting of wage rates. It adds more small businesses should be exempt from business rates and proposals to devolve Sunday trading rules should be dropped.

The ACS also calls for alcohol and tobacco duty rates to be frozen at their current level and for en-

forcement activity against alcohol duty fraud to be increased at a local level.

James Lowman, ACS chief executive, said: "In addition to the cost burdens being placed on retailers, they also face a constant battle against the illegal trade, which costs the treasury billions of pounds every year.

"We are calling on the government to increase the level of enforcement against duty fraud at a local level.

"This will give legitimate retailers the opportunity to trade responsibly without fear of being undercut by criminals in their area selling potentially dangerous goods."

**Solicitor onboard in fight to get council to fix problem** Stock capability dramatically reduced

## Retailer's 'nightmare' as damp costs 20% turnover

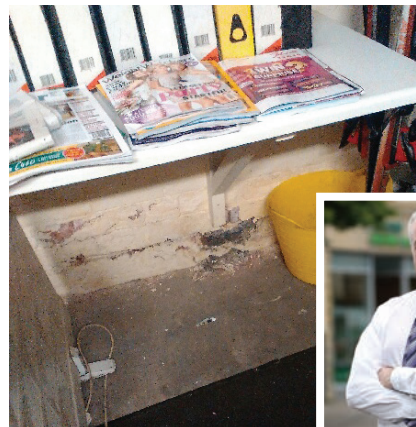
by Gurpreet Samrai

A retailer locked in an ongoing battle with his local council over damp "spreading like a cancer" through his shop says the ordeal has already cost his business more than 20% in turnover.

Adrian Rodda, of A R News in Harrogate, says he first got in contact with his landlord, Harrogate Borough Council, two years ago after spotting damp patches in the stock room, but was told it was nothing to worry about.

However, the problem has got "progressively worse" in areas including the stock room, kitchen and toilet facilities forcing him to clear the areas and restricting what he can stock in the shop.

"The stock room has had it, which means we can't stock a full range of products. It's a nightmare," he said. "We can't store



perishable items anymore, we're not able to offer a full range of confectionery or sell fireworks. Turnover has been declining over the past two years because we simply can't stock what we used to."

Mr Rodda said he received contradicting opinions from a number of council officers, resulting in him turning to the NFRN for help. A surveyor has since inspected the

building and advised urgent work is carried out to prevent any further damage. A solicitor is helping him fight for a rent suspension until the problem is solved, and for the work to be carried out and paid for by the council.

A spokesman for the council said: "Harrogate Borough Council has been positively trying to help Mr Rodda. We have been in negotiation with him

for some time regarding several issues, including aspects of his lease of the council-owned retail unit in Oxford Street. Unfortunately, we have been unable to reach a mutually satisfactory agreement at the present time. We are currently in legal discussions with Mr Rodda and due to their confidential nature it is inappropriate for us to provide any further comment at this time."

### Colour debut for 144-year-old Dunoon Observer

Weekly newspaper the Dunoon Observer and Argyllshire Standard is set to be printed in full colour for the first time after being

bought for an undisclosed sum by Argyll Media Ltd.

The title, first published in 1871, will now be printed in Carlisle by the CN Group.

Editor Gordon Neish said: "Over the coming weeks it will become brighter with more local news, more features and more of interest

to our communities.

"Our aim is to make the Dunoon Observer the best it can be - and we will all work hard to make that happen."



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# NEWS

## REGIONAL

### Violence: 20% not reported

One in five shopworkers do not report violent customer attacks, the interim results of Usdaw's latest Freedom From Fear survey have revealed.

The figure was released as the trade union marked the start of its Respect for Shopworkers Week.

More than half of the 2,536 shopworkers interviewed said they had been verbally abused in the last year, with more than 10% on a weekly or daily basis, while three in 10 were threatened with violence.

John Hannett, Usdaw general secretary, said: "Anecdotally we are told that sometimes staff don't feel it would make any difference if they do report incidents or that it's just a part of being in a frontline job dealing with the public.

"My message to shopworkers is very clear - abuse is not a part of the job."



### Moment gun raid gang shot worker in the face

A member of staff at Phambra Foodstore in Brixton is undergoing surgery to save his sight after he was shot in the face and eyes by thieves. Two men targeted the store on Sunday 25 October. One of the robbers shot what is believed to be a high-powered pellet gun at the 44-year-old man while the second robber leant over the counter and stole the till. Metropolitan Police has released CCTV footage of the incident to help try to trace the robbers.

**Customers miss out on deals and offers** Value for money concerns add to newsagents' struggles

## N.I. retailers 'overlooked' in newspaper promotions

by Nicola Stewart

Retailers in Northern Ireland say they are often being "overlooked" by national newspaper publishers offering special promotions not available to their customers.

Eugene Diamond, of Diamond Newsagents in Ballymena, said it was a common problem for Northern Irish retailers who stock both English and

Irish editions.

The most recent example, he said, was the Daily Mail offering two free packs of Haribo sweets on its front page, redeemable only at McColl's stores, which don't operate in Ireland.

"It happens all the time, especially on the Star and Express titles. The Daily Mail is not the biggest culprit," he told RN.

"Customers do comment on it. They feel if they are

paying the price for the paper, they should be able to redeem the offers."

If given the chance to promote offers, he could make more sales in his store, he said, adding that there needed to be a more "even playing field".

Seamus McFadden, of McFaddens in County Tyrone, said it often caused confusion for customers.

"We sometimes find they will come in and try to use

offers from the paper in our store, not realising they are only for McColl's or Londis."

It only added to struggles for Northern Irish newsagents, who already have to contend with double carriage charges and increasing competition from discounters, he said.

"The bottom line is that we are being overlooked."

The Daily Mail and Northern & Shell declined to comment.

### Cigarettes on display

Cigarettes have been found on full view at one Slough shop and display shutters left ajar at two others by trading standard officers in the past six months.

Checks have been carried out at 20 stores in the area since the tobacco display ban came into force on 6 April. Retailers have also been issued warnings after officers found only one of the stores visited had produced a price list.

£43K

The amount the average retailer lost in revenue to illegal tobacco in 2014\*

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\*Source: Tobacco Manufacturer's Association, 2015  
\*\*Source: Tobacco Retailers' Alliance, August 2013



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# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT SCOTLAND 28.10.2015

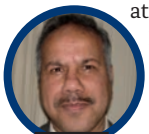


Roy Beers reports from the NFRN Scotland district council meeting

### NFRN and party conferences

The latest Scottish district council meeting started with a debate on whether the NFRN should be represented at political party conferences and, if so, which ones.

Edinburgh member Abdul Qadar questioned if it made sense to only have a presence



Abdul Qadar

at Scottish National Party (SNP) events, given that there would be MSPs from other parties voted

onto the Scottish Parliament after next year's elections.

The NFRN's attendance at the SNP conference was a success, members heard, with representatives having an opportunity to put independent retailers' perspective on the agenda, including expressing their concerns over a possible sugar tax and tobacco legislation.

But a proposal to attend the forthcoming Labour Party conference was rejected, at least for this year, on the grounds that it had been left too late and would cost a great deal.

One member noted: "We're dealing with the old guard here – there will be new faces in power after the election."

He added that even the winners would have new cabinet posts and new MSPs.

So rather than spend money now, the district is aiming to establish a plan for next year – after Holyrood elections – and to then "go in with all guns blazing".



Scotland DC members discussed whether the NFRN should be represented at political party conferences

### Time for action on retail crime

One of the issues that made political participation so necessary was retail crime, especially incidences of violence against staff, district president Mo Razzaq told the meeting.

He highlighted one shocking recent case that



Mo Razzaq



We have to use our influence to bring change

Mo Razzaq

District president Mo Razzaq on being pro-active on retail crime

had left the victim with permanent injuries.

It was pointed out that police are doing their bit – they took a year and a half to resolve a notorious Paisley murder case, but solved it in the end – however it is feared the scale of the problem isn't fully on the public radar.

"It's happening almost every day," said Mr Razzaq.

"We can't accept that. We have to use our influence to bring about change."

### Attendance is still a worry

The issue of falling attendance at both branch and district meetings was discussed, with only a small majority of those members at the meeting still trading as newsagents.

Some members had to travel a considerable distance to attend meetings, the meeting heard.

Branch meetings had been sparsely attended for a number



Des Donnelly

of years and it was a struggle to get people more involved.

Lanarkshire member Des Donnelly – who was commemorated with a lifetime achievement award at the meeting – said meetings needed to be made more appealing to attract more people.

"Don't call it a meeting," he said. "Call it anything else at all, that way people won't be so put off."

The structure of NFRN branches is being looked at a national level.

### Sisman sisters' charity triumphs

District vice president Sharon Sisman introduced two representatives, one her sister, from the charity Macmillan Cancer Support.



Sharon Sisman

The pair has raised a staggering £83,000 for the cause in recent years, and Ms Sisman said collections through independent stores, including her own, had contributed to making this achievement possible.

### Concerns over office closure

Members expressed concerns over the loss of the Scottish NFRN office in Alloa, with all communications now based out of the NFRN head office in London.

One member added that membership cards designed to promote the benefits of the NFRN, which had been discussed at annual conference in June, had been signed off but were yet to arrive.

### Your say

How do you capitalise on seasonal events such as Halloween and Christmas in your store?



With three supermarkets nearby, we can't compete on PoS, and the shop is too small to accommodate major changes inside. We do put some time into our attractive window displays.

**Tahira Nasim**  
Star News, Cardross



We're a busy store and don't have the space for seasonal flourishes, and most of our customers don't expect it. Our focus is on being reliable and giving people what they expect.

**David Woodrow**  
Woodrow's, Bishopton



There's no point competing with the big supermarkets on decoration. At Halloween we attracted customers with a £2.99 fiery curry with rice. It went down well.

**Hussain Lal**  
Park Newsagent, Paisley





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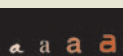
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## YOUR SAY Do you agree with tobacco manufacturers reducing stick counts in cigarette packs to offer reduced prices?

### Amit Patel

Premier Town Street, Nottingham

It's a good thing because the consumer wants them cheap. They have got used to getting fewer cigarettes and don't expect to get 20 in a box anymore. It shouldn't be about pack size anymore, it should be about price.

Maybe if they introduced £5 packs, £6 packs and £7 packs it would be more manageable for customers.

They don't look at how many cigarettes are in the pack anymore, they look at how much cash they have in their pockets.

### Suresh Patel

Upholland Convenience Store, Skelmersdale

To keep the price down, yes I agree with what manufacturers are doing. However, sometimes they work out less value for money so it can give customers a false representation of what they are buying.



Some people care more about the price, but there are people who miss the extra sticks in a pack, but you get what you pay for.

To keep prices down manufacturers have to do something.

### Carl Pickering

Top Shop News, Preston

It does help sales because it keeps

the price artificially low for 20s.

It's all about price, brand loyalty has gone out the window.

When they reduce the pack size and price it does make the cigarettes appear cheaper and helps sales.

There should be a limit on how much they can reduce them though, I'd say 16/17 cigarettes is probably the limit.

## YOUR STOCK Will you be offering deals in your store for this year's Black Friday event?

### Bhavesh Parekh

Kwiksave, Bolton

We haven't in the past, but we will probably take part this year.

We'll probably look at heavily discounting off-licence, some fresh items and look at sourcing some deeper cut promotions from our suppliers.

We will have to spend some money on marketing it, but it will be worth taking advantage of.

### Sophie Towers

Spar Hillingdon Convenience Store, Burnley

We usually have deals on Black Friday and will probably do some alcohol deals this year as well as confectionery and meal deals.

They usually sell really well. Last year, the shop was definitely busier that day.

We usually start promoting it the week before with in-store PoS posters.



### Sandeep Bains

Simply Fresh, Faversham

We tend not to get involved. It's very difficult to match the price wars that go on that day.

You either need to plan very heavily for it or stay away.

Last year, I remember sales

were pretty good that day and we didn't lose out in any way.

If we were to take part it would take a lot of planning and we'd have to go quite big because it's such a big event. It's not worth it unless you make a big event out of it because you'll end up costing yourself margin.



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## PARTWORKS IN NEED OF A MAJOR OVERHAUL

We read with interest the Your Issue feature headlined 'Partworks need industry solution' (RN, 6 November). As a news kiosk in Dublin, our customers range from the general public to commercial customers, with an HND system also in operation. Although we experience difficulties with newspapers, it is the partwork sector causing considerable trouble and we are now considering whether we should continue to stock them.

The situation in Ireland today:

### Supply of new partworks

EM News Distribution (EMND) does not inform me of launches until two days before. As soon as I receive this information, I make a call to EMND to place an order for what I require. I am then told I have been allocated two copies and am too late to alter the allocation to the 100-200 copies I need.

This results in having to place an order for additional copies via back-order, which takes too long.

### Supply of current titles

In recent months, my standing order on most titles has been altered without my knowledge. According to EMND, this is caused by 'late cuts' or 'pack shortages', where EMND has not received enough copies from the distributor. I am informed of this several days later on my delivery docket, after I have called EMND for additional copies. The five additional

**YOUR ISSUE**

**PARTWORKS 'NEED INDUSTRY SOLUTION'**

Regular readers of RN's letters page will be familiar with the issues that can arise around the allocation and supply of partworks. Partwork collections can be one of the most profitable additions to newsstands – the sector generated £6m of sales revenue in the independent channel alone in the 12 months to February – but they can also be one of the most problematic and difficult categories to manage.

Last week, Stuart McClymont of Mac's in Mansfield, Nottinghamshire, shared a letter he wrote to Jon Bunting, managing director of Smith's News, with RN, in which he identifies some of the key issues he believes are affecting sales through independent stores.

The first is direct-from-publisher subscription offers that threaten to cut retailers out of the supply chain. "Retailers superbly support the launch of these publications each time, and, I would expect, create the majority of selecting customers, only to then see them to the direct subscription service of the publishers, missed by their exclusive free extras," Mr McClymont says.

Taking Mr McClymont's point, RN asked Hachette, publisher of titles such as Marvel's Mightiest Heroes and My 3D Globe, why subscriptions and exclusive add-ons were necessary.

"Publishers offer free gifts to incentivise upfront financial commitment to the product by consumers," the company responded. Unfortunately, without both retail sales and subscriptions, the products would not be financially viable, so both sales routes are critical to the continued success of the partwork market. As a publisher, we do not favour either route, but try to maximise sales in both areas." There is the rub.

be as when the publisher/distributor chooses to send these additional or back-ordered copies," he says. "Having a supply line time of eight to 12 weeks is an embarrassment, but seems to be the best practice service. We can ship items to and from China or Australia in less time."

RN challenged Marketforce, distributor for Hachette's titles, on this point. It responded: "Supply levels for independents are carefully worked out between ourselves and the publisher, utilising actual sales data from similar launches. This allows us to ensure independents are accurately allocated their supplies."

"However, if a collection

In addition, Marketforce says it has implemented a new process for managing back orders that clearly indicates which orders are outstanding by wholesale branch. If stock is not available in the supply chain, Marketforce says it works closely with publishers to ensure stock is secured and sent through to wholesale as soon as possible, which typically happens in 10 to 14 days.

RN also asked Comag, distributor of Eaglemoss, De Agostini and RBA Collectables titles, to answer questions on supply, but it had not responded as RN went to press.

Mr McClymont has set a challenge for distributors and publishers, to not only look into these

show customers communications from publishers explaining why issues are sometimes delayed, it would ease the pressure.

"This is yet again another aspect of the news and magazines sector that hasn't seemed to monitor, regulate or improve itself over the many years it has been operating," he says. "When we are going to get senior management to look into this sector to make a substantive improvement to these products and the applied service?"

Mr Bunting has responded to the letter, informing Mr McClymont that Smith's sales director Simon Gage is speaking to publishers about the problems raised. He has also invited Mr McClymont to be a part of a roundtable discussion with distributors.

Mr Bunting acknowledged the need for changes within the supply chain, telling RN: "I understand the frustration and we need an industry solution to resolve it."

"We need to get relevant stakeholders around the table and work out what is achievable."

**I understand the frustrations and we need an industry solution. We need to get relevant stakeholders around the table and work**

copies I have ordered then jumps to 10 copies as EMND has also ordered the copies they left me short. Again, more phone calls to EMND to alter this back-order.

### Completing a collection

Customers rely on me to complete collections through holding issues for them while they are away, getting back issues, etc. Customers are referred to me

from all over the country as their local shop cannot always fulfil their orders. This was never a problem before, but I am now finding it increasingly harder to satisfy my own customers, let alone new customers.

### Subscriptions via publishers

I find a lot of people are asking me if I can get the special items offered by publishers. This is

very noticeable with The Zippo Collection (I have sold almost 600 copies of issue one, yet EMND does not recognise this). Why can publishers not offer an avenue for me to order these items for customers, firm sale if needs be?

### Back orders

Summed up in three simple words – takes too long.

### To conclude

The partworks industry needs a major overhaul. Today (Friday 6 November), I am waiting on almost 75% of this week's stock to arrive.

I should have received it yesterday and Wednesday. According to EMND, the publishers have not sent the stock yet. According to Comag, it is due to an IT issue.

I have discussed all of the above issues with wholesalers and distributors. Any improvements? Not many. A few constraints here and there but overall, the problems rumble on. I am tired of bringing this issue up every week.

All stakeholders must work in partnership with each other. We all have a part to play in how the partworks industry works.

**Chris Smith and Fran Fox**  
O'Connell Street News Kiosk,  
Dublin

### EMND did not respond to RN's request for a reply to this letter.

● For the full version of this letter go to [betterretailing.com](http://betterretailing.com)

## Partworks: let's work together

I have just read with interest the article 'Partworks need industry solution' in the 6 November issue of RN.

Partworks are one of a very few sectors in growth and we continue to launch and invest in new products going forward. Partworks are also at the forefront of new trends as proven by the boom in adult colouring books, which followed a hugely successful partwork launch at the begin-

ning of this year and has generated much-needed revenue throughout the supply chain.

In order to sustain this business model in the future, we need both retail and subscription channels, and this no doubt will be the same for many publishers – partworks, magazines or newspapers.

With regards to additional stock and back order fulfilment for De Agostini, our distributor Comag holds stock of all our products and these should be readily available. Retailers can order additional stock through wholesale and this should take no more than a week to arrive.

In some instances this may be much quicker if the wholesaler is holding stock.

Images of De Agostini's new launch The Zippo Collection were prominently displayed within the article and I would like to reassure retailers that we have plenty of stock available through Comag for this exciting and successful new product.

As ever we are keen to work with everyone within the supply chain to make any improvements and I will raise any concerns at the next PPA Partwork Group meeting.

**John Read**  
Circulation manager,  
De Agostini

## Logjam at wholesalers

I read with interest the article about a spike in missed cut-offs in last week's RN.

I am a roundsman in Bedfordshire and get my newspapers from Smith's Milton Keynes depot. The biggest problem it has seems to be all the publishers coming in at the same time. They have a cut off time of 3.30am, but you can guarantee three lorries will all come in at 3.29am.

It takes quarter of an hour to get each load off with the forklift and onto the packing floor, so by

the time they get all three loads into the warehouse, it is 4am. It is the publishers causing most of the delivery problems and the lateness. They have increased the number of titles per lorry, so it only takes one title to be late, and it holds the others up.

If I don't get my papers out to all my customers by 7am there is no point delivering them. If they are commuting into London, it is too late by then.

Smiths does its best to get the papers out to me on time for my 4.30am RDT, but it can only do what it can when it gets three lorries in at the same time.

**Andrew Clarke**  
Bedfordshire



# YOUR ISSUE

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## PAYPOINT CUTS, SIX MONTHS ON

PayPoint has repeatedly hit the headlines during the past six months coming under fire for its latest commission cap cuts.

The controversial decision, which came into effect in May, has been heavily criticised by independent retailers who have staged a wave of protests. The payment service provider has made attempts to address retailers concerns over the months with a new programme of retail service improvements. However, many remain disgruntled.

Six months on from when the storm broke, RN has spoken to retailers to find out how their businesses have been affected and the impact it has had on their handling of the service.

**Paul Townsend**  
Manager, Simon's News  
Abingdon on Thames

**F**irstly, we have stopped keying in card numbers if cards do not scan. This took up valuable time of our staff. One customer came in with three or four cards or keys every week. She shouted at us that Thames Water wouldn't send her a new card, we refused to key it in two weeks in a row and - guess what - the next week she had a new card!

"We have also stopped taking cash for TV Licence payments. We are given the option on the terminal of cash or debit card, and as we incur no fees on these debit card transactions, this is how we save on our bank charges.

"Finally we have stopped using the terminal at busy times. For example, while we are making up our 28 paper rounds, with about 800 newspapers. We have just two members of staff and one of these leaves part of the way through to make deliveries to the villages.

"Why should a PayPoint-only customer take up so much of our valuable time?"



**Suresh Patel**  
Premier Upholland  
Convenience Store, Upholland

**I**'ve spoken to PayPoint and I told it my feelings and am just waiting for the contract end date now. I am getting customers who are just coming in for PayPoint and that's it and I'm making a loss.

"People aren't buying anything. I used to believe PayPoint is a footfall driver, but after the capping I looked at it closer and I realised it's not really a footfall driver.

"People are just coming in for PayPoint and you think one day they'll buy something, but they just come pay their bills and walk back out again."

**A Retailer**  
Name and address supplied

**W**e are lucky because we have two terminals. They have halved our commission so to make up for it we use both terminals. Any transaction over £10 we double swipe, once on each terminal, so we still get the same commission.

"Bigger bills, especially our own and regular customers', we process through the day and swipe as £7 transactions to make up the full payment. It can take time, but it's very satisfying. With this formula we're better off than the previous commission rate.

"With me being very vocal on the PayPoint Pay Fair group, Paypoint also offered

me a better deal on my ATM. I was on £1 a transaction, but PayPoint offered me more after some negotiations.

"It gave me this deal in writing. I passed the information on to NoteMachine which beat it by 5p. At 600-700 transactions a month that's a big difference. I have also stopped doing cashback at the tills because I make more commission if the customer uses the ATM."

**A Retailer**  
North Ayrshire

**W**e just serve our regular customers because we know some people rely on us having it. Otherwise we have people just coming in for PayPoint and walking out without buying anything.

"We take about £8,000 a week less in PayPoint transactions than before when we were happy. That's £32,000 a month it is losing from us.

"When I call PayPoint, it doesn't respond to my calls anymore. It just seems like it can't be bothered, so we can't be bothered either. Our attitude to Paypoint has completely changed."



**It just seems like it can't be bothered, so we can't either. Our attitude to Paypoint has completely changed**

**Retailer**  
North Ayrshire



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# INDUSTRY PROFILE

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## SBXL

Shopper psychologist and sometime RN spy Phillip Adcock understands better than anyone how and why we shop the way we do. We asked him for a pre-Christmas update on the latest supermarket strategies and what he thinks retailers should do to increase their profits



### RETAIL NEWSAGENT As we get closer to Christmas what activity are you seeing from the major multiples?

**PHILIP ADCOCK** Heavily-promoted tins of chocolates such as Quality Street and Celebrations are one of the first things you see.

One of the reasons why the multiples get the offers in really early is that they know people will eat them well before December and have to get more!

### RN More generally, are supermarkets starting to perform better after their recent difficulties?

**PA** I think so. I've been looking at supermarkets' price matching schemes and they're very really good for shoppers, despite being very complicated to redeem.

Sainsbury's gives you a refund on any difference in price on branded products in the form of a voucher at the end of your shop. Asda and Tesco will give you a lot more but you have to claim online.

Which? magazine did some research and the maximum that anybody got back from price matching was £1.49.

### RN So why is it so effective?

**PA** When you are offering price matching, shoppers will blindly believe that everything you sell is cheap.

Yet when Sainsbury's says that it is offering it on brands it means it can raise its prices on all its own label products.

### RN Why is price matching good for shoppers then?

**PA** People have confidence in the system because, although they might find a product 1p cheaper in Aldi, they know that the supermarkets are trying.

Customers can be certain when they go into Tesco that they won't be ripped off. You can bet your bottom dollar that, if their processes were way out of whack, the other supermarkets would let you know.

### RN Much is made of the growth of convenience retailing within the industry, do you believe independents are ready to take advantage of this?

**PA** Convenience stores have the biggest opportunity they've had for at least 30 years. Shoppers are increasingly looking for somewhere more convenient to buy, for example, four cans of lager, a meal for tonight



**Convenience stores have the biggest opportunity they've had for at least 30 years**

- a full basket of shopping. They're also prepared to pay a premium for it.

### RN What challenges do independents face in taking advantage of this?

**PA** Many retailers are confusing 'convenient' and 'convenience'.

The standard definition of a convenience store is under 3,000sq ft selling certain products such as confectionery and cigarettes. The whole industry is focusing on the convenience channel, but what shoppers actually want is to get the products they need in the easiest way possible whatever the kind of store it is.

My local large Sainsbury's store has just had a total refit and has put products such as fresh bread right by the door. What they've recognised is that shoppers want stores to be convenient. Those supermarkets are people's local shops.

### RN How can independents ensure they retain this custom?

**PA** If you want to know what your customers want from you, think about how you can be as convenient as possible for your customer base.

One way to do this is through food to go. From our work in the industry we know just about every supplier that conceivably can, is trying to get its products into food to go because this is where all the experiential shopping is happening at the moment.

## \*\* Company CV \*\*

**Company** Shopper Behaviour Xplained (SBXL)

**Managing director** Phillip Adcock

**Company profile** Shopper psychologist Phillip Adcock and his team divide their time between providing media commentary on the way we shop and conducting scientific research into human behaviour when shopping. He is the author of 'Shoppology: The science of supermarket shopping and how to spend less'.

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# GREG DEACON

GUEST COLUMNIST

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**If you want to be a successful store owner take a look at your customer base and serve their specific needs. Turning your store into a clone of the typical c-store will only get you so far**

## It pays to be an individual

**T**here is a perception that to succeed or compete, independent retailers need to focus on becoming a fully-fledged convenience store.

While there is a valid argument that food to go, meals for tonight, chilled and fresh are profitable and growing categories, retailers run the risk of becoming a mirror of the store down the road. In the short-term, a fascia or full convenience offer might drive loyalty and footfall, but in time the store might lose its personality and not succeed in the environment in which it operates.

I believe the biggest opportunity available for an independent store is to differentiate, to think about the things that will win over the community they operate in and to stand out from the crowd.

Peter Lamb, owner of Lambs Larder in Sussex and one of the speakers at the Local Shop Summit last month, has understood this. He has grasped the fact that consumers are driving change in the way they shop and that he needs to adapt to this, so he now offers services and solutions that influence their daily routines by the time of day.

In the morning, he focuses on coffee and food and offers home delivery. Later, customers can sit down for a coffee, find something in his book exchange, join his chess club, get their dry cleaning done. Knowing his environment, he has also added 10% to his prices in some categories and focuses on areas which offer 100% margins. He is smart and is maximising his store's profitability without compromising personality.

Peter's strategy won't work in every store but there are so many ways to make a business more relevant to its community. Differentiation doesn't have to cost money, or mean a £100,000 refit. Bintesh Amin in Kent told me, for example, that he does questionnaires with his customers to get feedback every year. He might make an extra £1,000 a week by acting on one of their ideas.



Sandeep Bains' Simply Fresh store reflects his customers' needs

Social media is free too. I visited Sandeep Bains' Simply Fresh shop in Kent recently and noticed that, while he has a great range of beers and wines, he isn't promoting it to his community. I suggested he could do that on social media bearing time of day in mind, pushing his wine offer from 5pm to 7pm and when customers are shopping on their way home from work.

Bintesh offers takeaway food too. With smartphone ownership so high, he could create an app to promote his takeaway or be part of Just Eat, so customers could order his food. When they pick it up they might buy beer at the same time.

Differentiating might also mean a small change to the way retailers work. Kamal Sisodia in Leicestershire opened his Belvoir News Loco store doing food to go but realised he couldn't compete with Greggs and switched focus to magazines. Now he specialises on this instead, with a range of 900 titles.

There are so many ways retailers can be specialists to their local communities but remain relevant so don't stand still or think your only option is a big refit, a fascia or a full convenience offer. Whatever type of store you have, you have the opportunity to differentiate.

*Greg Deacon is independents sales manager at News UK*

### \* Seven ways to make your store stand out

- 1 Market according to time of day** Promote your wine on social media between 5pm and 7pm, for example, to catch people on their way home from work.
- 2 Optimise space** If space is an issue, store specialist items in the stockroom but shout about them on social media. As with click and collect, customers might pick up other items while they're in your store.
- 3 Make yourself relevant to your unique community** Peter Lamb runs a book exchange, a chess club, offers dry cleaning and HND. Sandeep Bains has a Subway. What could you do?
- 4 If it's not working, change it** Kamal Sisodia started out specialising in food to go but realised he couldn't compete with Greggs. He changed his focus and now specialises by selling 900 magazines to drive footfall and loyalty.
- 5 Talk to your customers** Bintesh Amin does questionnaires with customers every year. You might make an extra £1,000 from one of their ideas and it won't have cost you a penny
- 6 Offer easy solutions throughout the day** Jatinder Sahota puts news at the front of his store next to coffee to attract customers in the morning. Why not link hot food, coffee and news for breakfast, then chilled food to go and drinks for lunch?
- 7 Shout about yourself** Smartphone ownership is rocketing. Could you create an app to market your takeaway service and take orders? Social media is free, so make use of it.

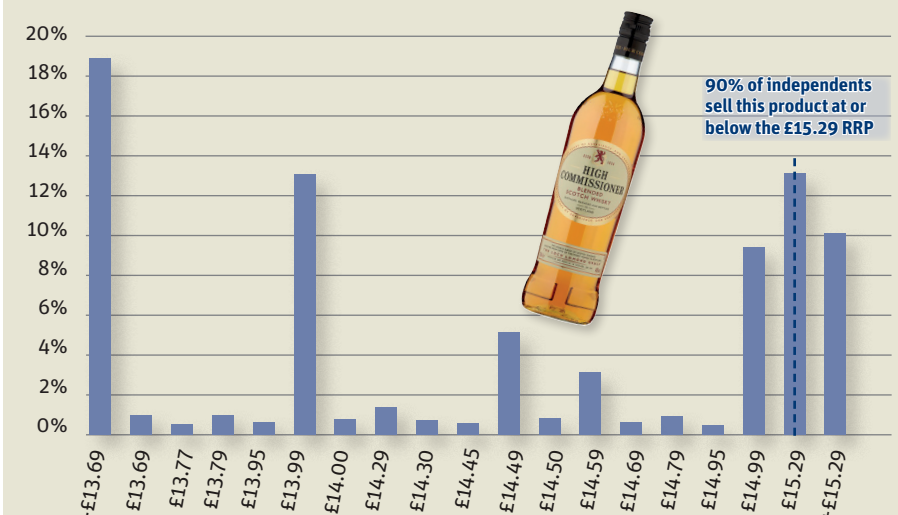
# PRICEWATCH SPIRITS

## SPIRITS PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Glen's Vodka</b> 70cl	£13.29	£11.66	£12.49	£12.99	£12.99	-	£12.99
<b>Smirnoff Vodka</b> 70cl	£13.79	£13.44	£16.59	£13.79 (PM)	£13.79 (PM)	£13.79	£13.79 (PM)
<b>Glen's Vodka</b> 35cl	£6.69	£6.89	-	£6.99 (PM)	£8.49	-	£7.29
<b>Gordon's Special Dry London Gin</b> 70cl	£18.29	£15.81	£14.49 (PM)	£14.49	£14.49	£16.49	£18.99
<b>Bell's Whisky</b> 70cl	£18.99	£14.39	£17.59	£14.69	£14.49	£15.29	£14.69
<b>Baileys Irish Cream</b> 70cl	£16.49	£14.71	£15.59	£16.99	£14.99	£9.99 (Offer)	£12.99
<b>The Famous Grouse Whisky</b> 70cl	£17.89	£15.78	£12.29 (50cl)	£18.99	£15.99	£17.79	£15.00
<b>High Commissioner Scotch Whisky</b> 70cl	£15.29	£13.37	£14.49	£14.99	£13.49	-	-
<b>Bacardi</b> 70cl	£21.49	£14.47	£14.99 (PM)	£14.99	£14.99	£14.99 (PM)	-
<b>Jack Daniel's Tennessee Whisky</b> 70cl	£19.99 (PM)	£23.03	-	£25.99	£21.99	£26.39	£21.99
<b>Jagermeister</b> 70cl	£21.59	£21.33	-	£21.99	£21.59	£15.05 (50cl)	£14.99
<b>Russian Standard Vodka</b> 70cl	£16.49	£14.84	-	£13.99	£13.99	£15.99	£13.00

## HIGH COMMISSIONER SCOTCH WHISKY 70cl

Price distribution %



Average selling prices and best-selling products rankings are sourced by EDFM Ltd from EPOS data from over 2,000 independent retailers throughout the UK. The prices given on this page are the prices at point of purchase.

RRPs are sourced from Booker and are correct at time of going to print.

## Pricing strategies

### RETAILER

# 1



**NAME PHIL SIMPSON**

**STORE** Kiel House Stores

**LOCATION** Newport, Pembrokeshire

**SIZE** 1,500sq ft

**TYPE** village

We generally stick to the RRP's set by P&H and stock pricemarked spirits if they're available because they're popular among our more price-sensitive customers. Spirits sell well all year round, although there is a peak around seasonal events such as Christmas when people socialise more and also buy them as gifts. Gordon's Gin is our best-selling line. It is particularly popular at the moment because we're selling 70cl bottles pricemarked at £14.49. We put all our spirits behind the counter for security reasons.

### RETAILER

# 2



**NAME PARDIP MATTU**

**STORE** Premier Grange

**CONVENIENCE STORE**

**LOCATION** Daventry,


**NORTHAMPTONSHIRE**

**SIZE** 500sq ft

**TYPE** neighbourhood

We try to get pricemarked spirits where possible. For anything else, which tends to be the more high-end brands, we adjust the RRP to get a 20% margin. Vodka is our best-selling spirit and it is mostly bought by people aged between 18 and 21. The 70cl bottles of Smirnoff pricemarked at £13.79 are particularly popular, mainly because it's a well-known brand that people associate with good quality. We position all of our spirits behind the counter because this is a category where people can be more tempted to shoplift.



 **Nadia Alexandrou**  
 nadia.alexandrou@newtrade.co.uk  
 020 7689 3350

**RETAILER**

**3**



**NAME ANDY SINGH**  
**STORE** Premier Chapel Foodstore  
**LOCATION** Sunnyside, Tyne & Wear  
**SIZE** 900sq ft  
**TYPE** neighbourhood

We set prices to get a 20% margin and buy most of our spirits from Booker. We merchandise spirits both behind the counter and on the shop floor, with fractionals behind the counter for security reasons. We don't expand our range for Christmas, but instead give spirits more shelf space so we can spread the bottles out and make them look more appealing to customers. There's always a significant uplift on spirit sales at Christmas, so I make sure I keep shelves as neat and tidy as possible.

**RETAILER**

**4**



**NAME JULIAN HULL**  
**STORE** Nisa Local  
**LOCATION** Southminster, Essex  
**SIZE** 1,000sq ft  
**TYPE** village

We set prices according to Nisa's RRP's, but if we think they're too high we drop them. Our Christmas spirit promotions tend to be governed by whatever Nisa is doing. It runs great seasonal deals and this helps drive sales. We have about 60 different lines, all of which we merchandise behind the counter. Nisa's own brand vodka, Kommissar, is our best-selling line and is popular all year round. We always keep a look out for launches and try a few new products at Christmas.

**RETAILER**

**5**



**NAME BINTESH AMIN**  
**STORE** Blean Village Londis  
**LOCATION** Blean, Kent  
**SIZE** 2,000sq ft  
**TYPE** neighbourhood

We pricemark most of our spirits and adjust RRP slightly depending on where we buy them from and how well they sell. We get alcohol from Londis, Booker and Dhamecha which allows us to offer our customers the best choice and deals in the market. We put all spirits out on display on the shop floor because we don't really have a problem with shoplifting. Smirnoff is our year-round best-seller, although at Christmas people tend to branch out and try more premium indulgent spirits such as Ciroq or Belvedere Vodka.

 **INDEPENDENT**  
Achievers Academy

 **SANTA FE**  
**NATURAL**  
TOBACCO COMPANY UK




ACADEMY IN ACTION  
Follow up



**Customer Service**

Since Santa Fe's Alan Graham visited Mayhew News, London in July, owner Nainesh Shah has carried out small changes to make a big difference. Here's how he's getting on.

**Nainesh's action plan** 

-  Install "we recommend" boxes to entice customers to try new magazines
-  Make your tobacco price list clearly visible so customers can easily decide what to buy
-  Create a simple checklist for staff to keep your store looking its best

**Nainesh says**

"The "we recommend" boxes are really eye catching and we find the titles stick in our customers' minds. We put Monocle magazine in there and people didn't buy it straight away but came back for it later. During lunch hour we get a rush of people so we now make sure to tidy afterwards and make sure the cards are neatened three times a day. My store now looks spick and span and everything seems to be in shape."

**Your action plan** 

Visit [betterRetailing.com/IAA](http://betterRetailing.com/IAA) to find out more about Nainesh's visit from the IAA, to develop your own action plan and see similar results in your store

# RETAILER PROFILE



## Amit's quick to evolve

With a steady stream of customers coming into his high street store, Amit Patel focuses on impulse purchases and services to cater for their busy lifestyles. However, he also differentiates himself with nostalgic confectionery and a printer ink cartridge counter. **Steven Lambert reports**

**I**n the hustle and bustle of Stratford high street you'll find Amit Patel's Stratford Post Office, a business tailored around the busy lifestyles of the many commuters, students and office workers living in the area.

With his shop located a stone's throw from two large shopping centres, the Olympic Park and Stratford tube station, Amit and his team face a constant challenge to accommodate a steady stream of passing and local trade.

To tackle this, Amit has split his 2,300 sq ft shop into three distinct areas – a shop specialising in fast-selling impulse lines; a nine counter post office; and a concession for ink cartridge supplier Cartridge World – which all focus on offering a speedy and efficient service for shoppers.

Amit says: "We're busy in the mornings with people on the way to work, as we're right next to a bus stop and the tube. We also get a lot of people coming to us early in the afternoon to use the post office or pick up a drink or snack.

"People want to get away quickly so the last thing we want are queues in the shop, so I try to make sure that we have at least two members of staff on the till at any one time. We make sure we have eight post office counters manned at all times."

Due to a tenancy agreement, Amit says he is unable to sell products such as sand-

wiches or hot food to go. Instead, he offers a wide range of chocolates, sweets, crisps and soft drinks, and works closely with a wealth of manufacturers and wholesalers to secure the best deals.

Amit says: "We've worked on projects with Wrigley and JTI and have good relationships with them and other companies like Coca-Cola, who have put their Bev Trak system in our drinks fridge.

"We've been able to get some good deals from Coke, such as three cases of Glaceau Smartwater for £12. I bought 60 cases and we've passed the saving onto shoppers.

"We also won some tickets from Coke to take a trip on the London Eye, which we donated to a nearby school which helps get kids back into education."

Other big draws to the business include a varied selection of imported American sweets and the store's own Candy Shop counter, which offers more than 120 varieties of nostalgic sweets all displayed in retro-style jars.

Amit says: "We offer customers a bag, a small jar or a medium size jar to fill. If customers bring their jars back, we exclude the weight of them on the scales and just charge them for the weight of the sweets."

Amit also stands out from his competition with his extensive range of stationery and his position as a Cartridge World retailer, with a separate counter dedicated to selling



**“I regularly look at Pricewatch to compare my prices. It gives us a good idea as whether we are offering the right price on certain products or whether we need to adjust them.”**

**AMIT PATEL**



**Amit Patel's Stratford shop caters for busy customers by offering impulse purchases and good services**



**“The last thing we want are queues in the shop, so I try to make sure that we have at least two members of staff on the till at any one time”**

printer ink and toner cartridges.

He says: “We have people travelling quite some distance to buy cartridges from us.

“We also take back empty cartridges and we have several companies who buy them from us to be reused. Any money raised from these we donate to local charities.

“We also use the service to print our own pricing labels, which we do in larger fonts to help older people see the prices more clearly.

“Also, we only had branding for Coke products in our drinks fridge, so we decided to print out pictures and logos of the other soft drinks and stuck them in there. It now looks a lot better and shoppers are now picking up more drinks as a result.”

With sales up “significantly” for the year, Amit is taking advantage of new opportunities for further growth.

This includes becoming one of only ten stores to offer Post Office mortgages, while a newly opened Pakistan visa office is now sending applicants to his store to get passport photos.

Amit says: “There’s a lot of construction taking place and we’re getting more people coming in from new businesses. But we’ve still got to offer good products and services if we want to make good profits.” ●

#### VISIT MY SHOP

#### Stratford Post Office

26 - 28  
Broadway,  
Stratford,  
London  
E15 4QS



**Want to see more of Amit's store?**  
Go to [betterretailing.com/  
amit-patel](http://betterretailing.com/amit-patel)



# NEWS ANALYSIS

A trip to JTI's latest event last week, a relaxed meet up for 500 London retailers along with JTI sales reps and top brass, highlighted how busy and engaging the right event can still be. As Tom Gockelen-Kozłowski asks, does this spell the end of the traditional trade show?

## Is this the death of the trade show?

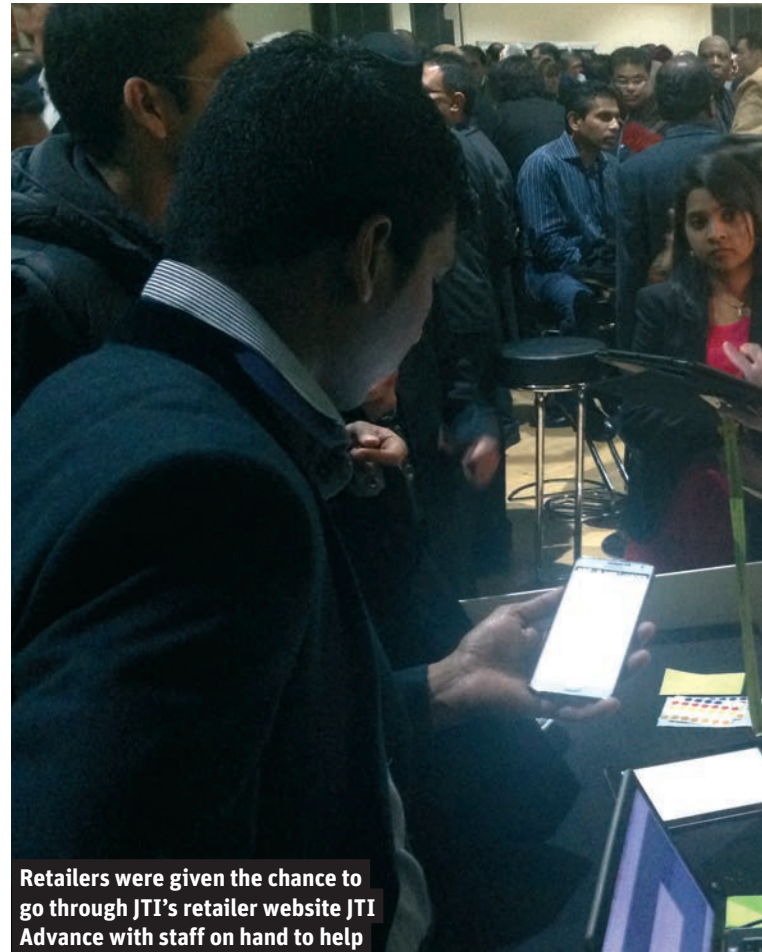
In years past, they were the highlight of many retailers' calendars. A good trade show would provide access to brilliant one-off deals, see exciting new products unveiled and any supplier worth their salt would pay thousands to ensure it had a great pitch from where they could showcase their wares.

But these huge events, held in aircraft hangar-like buildings, are increasingly disappointing to all parties. Speak to suppliers off the record after a big show and they will lament the lack of retailers attending. Retailers, meanwhile, are often unimpressed with the few promotions on offer (many of which are already

available online) and are anyway less inclined to leave their businesses to travel hours across the country merely to walk around a few stands populated by the occasional ageing sports star.

The conversations they do have with suppliers, meanwhile, are less relaxed than they would have once been – the currency of a good conversation has often risen to the point where any retailer who is present and engaged needs to be turned into a lead by the people working the stand.

In the place of the huge trade show is a new class of smaller event in which retailers can have meaningful conversations with experts and



Retailers were given the chance to go through JTI's retailer website JTI Advance with staff on hand to help



**It's about bringing retailers up to speed, about sharing information about JTI's activity**

meet hundreds of retailers in similar locations or going through similar challenges.

In north London last week, JTI held an event for retailers selected by its team of reps. With spouses invited along, there were 500 people present – all excitedly sharing the latest news from their businesses.

In one room, JTI teams were on hand to tell attendees about every part of their business, from introducing its e-cigarette brand E-Lites to work being done to combat the illicit trade and build closer links with the community.

The emphasis, according to Tom Slater, emerging products manager, who was giving short presentations to retailers about E-Lites, is not to overload retailers with information. Time is better spent on refreshing retailers' knowledge, introducing products, and starting conversations. "It's about bringing retailers up to speed, about sharing information about JTI's activity in the tobacco market telling them we have entered into the e-cigarette market."

Similarly, other areas gave retailers a reminder about its bestselling brands through fun games including snap and Scalextrics. If attendees wanted to have a serious conversa-



Suppliers and retailers in discussion at the Local Shop Summit





## WHY DID IT WORK? A GUIDE TO THE JTI EVENT

Here's four reasons to hope you're invited to your nearest event

### It's Local

With most retailers present running stores within the M25, it was an easy event to get to and that certainly helped in raising the turnout to the hundreds. The fact that there was only one supplier present meant that this was an evening, not a day-long, event – another advantage over the traditional show.

### Relevance

At many trade shows,

it's those that shout loudest that get the attention, even if the supplier has a product few retailers want to stock. JTI, in contrast, were able to make sure every stand was of interest to retailers present.

### Expertise

With JTI staff from reps teams, the Advance website, its community work and many other departments, there

was someone present who could answer any question that a retailer might have.

### Relationships

Almost every retailer present had been invited by their sales rep, and the fact that so many accepted (more, to be honest, than the caterers were ready for) was a testament to the relationships built up between reps and retailers over months and years.



Most of the retailers here will know each other in some way

Alkesh Pankhania and Shandip Patel at the JTI event

field and covering much of the UK holding meetings in Manchester and Birmingham.

Declaring an interest, JTI is not the only company to have found success away from the traditional trade show format. Last month, Retail Newsagent's publisher Newtrade hosted the Local Shop Summit, where 138 retailers – a full house, but far fewer than a trade show would expect – attended a series of talks and panel discussions. As with the JTI event, the size and focus of the day meant that both suppliers and retailers could be satisfied that they'd been listened to and been able to have any discussions they needed.

Back in north London, a discussion between Alkesh and Shandip highlighted, almost perfectly, the value of bringing retailers together at an event like this.

Talk had moved on to the camaraderie felt between different retailers when Alkesh noted an exception. "I've got one guy next door and last week he was telling me he was going to close me down. Yesterday, he had the council come around because of illicit tobacco – sniffer dogs, the works!"

It's moments like this, moments trade shows aren't even designed to provide, that makes this kind of event feel like the future.

With JTI's anti-illicit trade stand just a few metres from Alkesh and Shandip, it was just the kind of first-hand example of the system working in practice that JTI and others hope retailers get to see. ●



Retailers were engaged with a mixture of entertainment and category enterprise

tion about the category there was someone available, but there was no pressure to do so.

One retailer who enjoyed this atmosphere was Alkesh Pankhania, who owns a Best-one store in Sunbury-on-Thames. "It's about sharing what we already know, networking and getting some new ideas about the market".

Interestingly, he said that it was the fact that this was a London event that made it work so well. "Most of the retailers here will know each other in some way and we will speak openly and share ideas."

Shandip Patel of Krystals in Wimbledon agrees that there's a

particular value in retailers from the same area turning up to an event in their hundreds.

"London retailers are different. We don't just stick to RRP's and can get higher margins, which you've got to do because of the higher rates and rent," he says.

This was the fifth such event which JTI has hosted, having started in Hudders-





# NEWSPAPERS



Millions of newspapers are bought every day in the UK

Though undoubtedly a challenging category, newspapers still represent a valuable part of thousands of retailers' stores. Nicola Stewart sets out the statistics and publisher activity that is successfully driving millions of sales per day

## Newsstand value

**I**magine a new category emerged overnight that could deliver 5.9 million sales every day (7.9 million on a Saturday), generating £900,000 in margin (£2m on a Sunday) – and all on a sale or return basis.

In the past few decades, sales in the newspaper industry have fallen steadily, and many independent retailers have shifted focus onto other categories that are showing growth.

However, it is important to remember that newspapers are coming from a great height, so although they are in decline, the industry is still on track to sell more than 2.26 billion newspapers this year, and that's not even taking into account the hundreds of local titles on sale.

It is, of course, a category that presents its own set of challenges, and the time-sensitive nature of live news means the supply chain comes under incredible pressure on a daily basis.



**Publishers are increasingly offering tailored promotional solutions**

News UK has invested heavily in the channel in 2015

The late delivery of newspapers is a cause of great consternation for retailers, particularly those offering HND, and this is compounded by the loss of local wholesale depots to 'super hubs', the rising cost of carriage service charges, and the dwindling of percentage margins.

But, for all of that, publishers talk of an overriding aim to protect and maintain copy sales.

Significant investment is still being made in the category, and publishers are increasingly offering tailored promotional solutions to



independent stores.

News UK, publisher of the Sun and Times, has poured millions of pounds into promoting HND with its Deliver My Sun campaign, as well as supporting casual sale through its in-store scheme My Perfect Shop.

The Daily Mail has recently appointed a sales manager dedicated to the independent channel, while the i sales team has spent time in hundreds of stores helping to promote the title.

This is by no means an all-inclusive list of publisher activity, but goes some way to showing the commitment publishers have to sales through independent stores.

In light of this, RN asked publishers to share five facts or figures that demonstrate the value of their title or titles to the independent newsstand.

Turn over for our exclusive infographic. >>



GET .....  
THE  
**Sun**  
.....  
DELIVERED FOR  
.....  
**FREE**  
FOR 12 WEEKS

 **RETAILER BENEFIT**

Retention rate for HND post offer is 90%.



GET YOUR CUSTOMER TO SIGN UP AT:  
**DELIVERMYSUN.CO.UK**



CALL FOR MORE INFO:  
**0207 689 3358**

# NEWSPAPERS

## Daily Mirror

**Publisher** Trinity Mirror  
**Cover price** (Monday to Friday) 60p  
**Margin (%)** 23.2  
**Margin (cash)** 13.92p



- Generates 40% more revenue and 40% more profit per copy than The Sun.
- Four price increases on the Mirror, Sunday Mirror and People in the past 12 months.
- The Mirror has reduced reruns by 32% this year.
- The Sunday Mail is the market leader in Scotland on Sundays. Sell 10 and earn £3.36.
- Mirror insertion payments are based on supplies, not sales.

## The Telegraph

**Publisher** Telegraph Media Group  
**Cover price** (Monday to Friday) £1.40  
**Margin (%)** 23.3  
**Margin (cash)** 32.62p



- The Daily and Sunday Telegraph will generate more than £62m in retail margin for independent retailers this year.
- The Daily Telegraph is the UK's best-selling quality daily newspaper.
- Independent retailers account for 55% of Telegraph sales.
- The Telegraph has the most subscribers of all the national newspapers.
- Between 40% and 50% of regular Telegraph sale is home delivered.



## The Independent & i

**Publisher** Independent Print Ltd  
**Cover price** (Monday to Friday) £1.60 and 40p  
**Margin (%)** 22.2 & 25  
**Margin (cash)** 35.52p & 10p



- Responsible for the past two major national launches, The Independent in 1986 and i in 2010.
- i is forecast to increase its sales for 2015 by 150% compared to its first full year in 2011.
- i has driven sales and footfall through four separate television campaigns.
- i's 25% margin is the highest in the category and hasn't changed despite a 100% price increase.
- In-store activity such as free copies alongside local papers has helped to promote sales of i.

## The Guardian & Observer

**Publisher** Guardian News & Media  
**Cover price** (Monday to Friday) £1.80  
**Margin (%)** 23  
**Margin (cash)** 41.4p

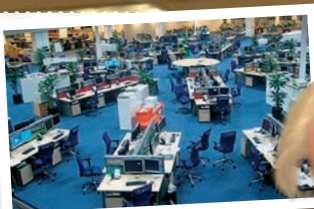


- A seven-day Guardian & Observer subscriber generates £14.60 RSV per week and £3.41 margin.
- 10 seven-day subscribers are worth £7,590 in sales and £1,780 in profit per year.
- 90% of Guardian voucher subscribers are six or seven day a week.
- The Observer offers the highest pence-per-copy margin of any Sunday title at 72.5p.
- The Guardian has the second highest pence per copy margin of any daily title at 41.4p.



## Daily Mail

**Publisher** Mail Newspapers  
**Cover price** (Monday to Friday) 60p  
**Margin (%)** 23.2  
**Margin (cash)** 13.92p



↪ The Daily Mail and Mail on Sunday together generate £403m revenue per year for retailers.

↪ Of each £1 spent on national newspapers, 23p is on the

Daily Mail and Mail on Sunday.

↪ The Daily Mail outperformed the market by 4.4% year on year in September.

↪ The Daily Mail

has grown its market share 0.8% year on year to 23.5%.

↪ The Daily Mail sold more copies on Saturdays than any other paper in September.

## The Sun

**Publisher** News UK  
**Cover price** (Monday to Friday) 40p  
**Margin (%)** 23.2  
**Margin (cash)** 9.28p



↪ Deliver My Sun has generated 30,000 HND orders through independent stores.

↪ Of those 30,000 customers, 94% are signed on

for seven days.

↪ 6,000 independent retailers have benefited from an order through Deliver My Sun.

↪ The Sun's dedicated field

sales team calls on more than 11,000 stores.

↪ 90% of the country's population is mapped to one of 6,500 independent stores.

## Sunday Sport

**Publisher** Sport Newspapers  
**Cover price** (Sunday) £1  
**Margin (%)** 24.3  
**Margin (cash)** 24.3p



↪ Sport titles have sold 20.6 million copies since the brand's relaunch in May 2011.

↪ Independent retailers account for 70% of Sport sales.

↪ Sport titles have generated £18.5m in revenue through independent stores since May 2011.

↪ Midweek Sport and Friday Sport are

the highest priced red-top weekday titles at 80p.

↪ Sport titles offer the highest percentage margin of all red-tops at 24.3%

## The Times

**Publisher** News UK  
**Cover price** (Monday to Friday) £1.20  
**Margin (%)** 23.5  
**Margin (cash)** 28.2p



↪ The Times offers 12 weeks' free home delivery, supported by free promotional material

↪ A seven-day subscriber to The Times generates

£10 in sales revenue per week and £2.28 in profit.

↪ 10 seven-day subscribers are worth £5,200 in RSV and £1,118 in margin per year.

↪ The dedicated

delivermytimes.co.uk site has more than 6,500 registered retailers on it.

↪ The Times outperformed the market by 7.2% year on year in September. ●



# LAUNDRY

Families can do loads of washing every day while smaller formats suit students and the elderly. As Nadia Alexandrou discovers its this kind of knowledge which is at the heart of succeeding with laundry

## Be smart, clean up



Have you created a laundry range that meets your customers' needs?

**INSIGHT**

The laundry market remains strong, with approximately **240 million units of laundry products sold in the last year.**  
McBride



Make your laundry range as simple as possible for shoppers

**TIP**

Make your laundry range as simple as possible for shoppers by siting it near to your homeware section. Also clearly lay out your fixture by stages of the wash (i.e. laundry additives, detergents and fabric conditioner).  
Daniel Jalalpour, P&G brand manager for Fabric Care Northern Europe

**INSIGHT**

Value is more important than ever before, with **59%** of consumers buying what is on offer, regardless of its brand.  
SNG Commercial

**TIP**

Encourage customers to buy on impulse through pricemarking and promotions. Try focusing these on growth categories such as laundry capsules and liquids. People are already accustomed to lower prices for powder.  
Nicola Barass, brand manager, McBride

### NEW PRODUCTS FOR YOUR CUSTOMERS' LAUNDRY BASKETS



**P&G's** extended its range of pricemarked packs, including Ariel 3 in 1 pods (12 washes) RRP £3.99, Bold 2 in 1 liquitabs (12 washes) RRP £3.49 and Daz Go Pods (12



washes) RRP £2.49

**McBride's** Clean N Fresh range (powder sachets 10 packets) RRP £1.99



**McBride's** perfume and fragrance-free Surcare Sensitive Fabric Conditioner, which they say are one of the fastest growing products in the fabric conditioner market

**SNG Commercial's** triple concentrated premium laundry liquid Muvo 3X Ultra



(1l bottle, 40 washes) RRP £5.49

**Easy's** Oxy Stain Remover (600g) RRP £1



**FACT**

Liquids offer the biggest sales opportunity in convenience as shoppers continue to look for easy-to-use laundry products.  
P&G



## STUDENTS VS THE ELDERLY

We speak to two retailers who serve very different customer bases to find out how this is reflected in the laundry products they offer.

### Paul Stone

Owns four Spar stores in the heart of Manchester, where university students make up a large proportion of his customers.



### Gary Bilbrough

Who owns a Nisa Local in Bedfordshire, caters mostly to elderly customers and families.



Students will avoid doing their laundry at every opportunity, but it's important to have a decent selection for distress purchases. I dedicate two metres to washing detergents.

**How big is laundry for you?**

Having a lot of families and regular elderly customers makes laundry a fast-moving category, so I dedicate four shelves to these products.

Every student has different preferences depending on their disposable income and what they're used to at home. I therefore have a balanced range of Spar's own-label and main-stream brands.

**Are brands important to your customers?**

Yes, I stock mainly well-known brands including Daz, Persil and Ariel. People know what they want here and they tend to stick to it.

Students like choice, so I stock five lines each of liquid tabs, tablets and powders. I only stock larger packs when they're on promotion, for example a 2kg Daz pack for £3.50, which I will also stack near the entrance to encourage impulse buys.

**Does size and shape really matter?**

There's been an increase in tablet sales, which seems to be replacing the slight decline in powders, and is mainly down to families getting new washing machines with modern technology. It's important for me to stock both large formats for families and smaller packs for elderly customers living alone.

Laundry bags sell very well, which I put on clipstrips by the laundry shelves. A lot of students will buy them to carry their laundry to the launderette or their parents' house – whichever is easier.

**Is there anything you sell which you think reflects your specific customer base?**

Woolite, a wool hand washing detergent is very popular among our elderly customers, who still hand-wash some of their wool jumpers and dresses.



## Simplify your range and cut out slow-sellers

**TIP** Retailers should make sure they are well stocked with supplies of best-selling convenience formats, including powder, liquid sachets and fabric conditioners in various fragrances, along with '2 in 1' products. Smaller pack sizes are also key. **John Drake**, head of convenience, P&G



**TIP** Remind customers to top up with a combination of end of aisle displays, eye-catching PoS (by the window as well as laundry shelves), display baskets and, if there's space, stacks at the front of store and by the checkout. **Simon Gunter**, managing director, SNG

**INSIGHT** On average consumers use their washing machine between two and three times a week, and for larger families this can increase to once a day or more due to the size of the household and number of children. **Easy**

**INSIGHT** Removing stains is still the top concern for customers, followed by the need for products which 'make life easier'. **McBride**

**TIP** As well as merchandising by stage of wash, make sure you keep your core range – including stain remover – at eye level. Specialist products should sit on top of the shelf as they tend to be more of an infrequent purchase. **Melanie Billows**, marketing controller, Easy

**TIP** Give customers a reason to spend more when they're shopping for liquids or laundry capsules. Run a multi-buy promotion for a laundry detergent and a fabric conditioner, for example, or lower the price on a larger pack of fabric conditioner. **Simon Gunter**, managing director, SNG



**FACT** Fragrance-free products are playing an increasingly important role for consumers with sensitive or irritable skin. **McBride**

**TIP** Talk to your customers. While fragrance is still a key factor when buying laundry products, more people are demanding specialist items such as skin-sensitive products. Asking regular customers what they want is invaluable. **Nicola Barass**, brand manager, McBride

**INSIGHT** An excessive range can lead to lost sales. **P&G**

**TIP** Simplify your range and cut out slow-sellers. This will make it easier for customers to compare and contrast different brands within each format. **John Drake**, head of convenience, P&G

**INSIGHT** Availability is a vital factor for laundry shoppers, particularly for top-up shopping missions. **P&G**



# PREVIEW



### Pricemarked grab bags

Walkers is launching pricemarked grab bags for its Walkers, Walkers Max and Monster Munch crisp ranges.

**RRP** 75p

**Outers** various

**Contact** 01189 306666



### It must be Christmas

Diageo is launching a £4.3m Christmas marketing campaign for Baileys and bringing back Baileys Chocolat Luxe for a limited period.

**RRP** various

**Outers** various

**Contact** 0845 7515 101



### Chip Strips launch

Chip Strips snacks have launched in the UK and are available in 10 flavours.

**RRP** £1

**Outers** not given

**Contact** 0161 747 0397



### Monkey magic returns

Rustlers is bringing back its Hunger Monkey TV ads in a new £1m marketing campaign.

**RRP** various

**Outers** various

**Contact** 01772 688300



### Keep on trucking

Coca-Cola Enterprises is offering a £5,000 hamper and a visit from its Coca-Cola truck in its latest Christmas promotion.

**RRP** various

**Outers** various

**Contact** 08457 227222



### Hugglers on the box

Arla Foods is supporting its Anchor Spreadable range with TV ads featuring animated characters the Hugglers.

**RRP** various

**Outers** various

**Contact** 0845 762 6434





**Win a store makeover**

Molson Coors is giving away 60 store makeovers to convenience retailers under the launch of its 60 Second Shop category management scheme.

**RRP** not given

**Outers** not given

**Contact** 0845 6000 888



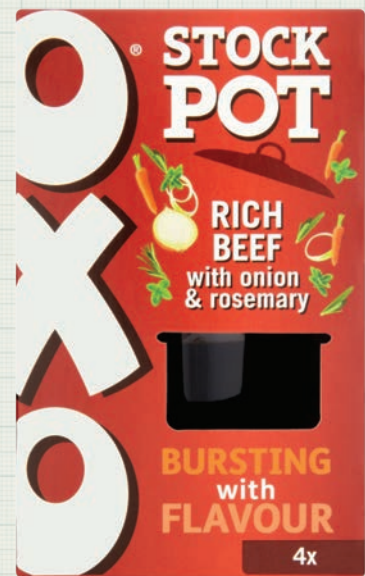
**Aryzta eyes c-stores**

Aryzta Food Solutions has unveiled new products, packaging and bakery equipment targeted specifically at convenience stores.

**RRP** various

**Outers** various

**Contact** 0845 437 9593



**Stock Pots investment**

Premier Foods is investing £3m in a marketing campaign promoting its Oxo Stock Pots from this month.

**RRP** £1.45 - £2.40

**Outers** not given

**Contact** 01727 815850



**Honey money**

Rowse has launched a £4m multi-media campaign highlighting the processes used to create its honey.

**RRP** £1.99 - £2.59

**Outers** not given

**Contact** 0800 954 8089



**Signature flavours**

Kettle Foods is expanding its Kettle Chips range with the launch of three Chef's Signature flavours.

**RRP** £2.29

**Outers** not given

**Contact** 0800 616 996



**Sovereign into 17s**

JTI has moved its Sovereign Blue, Sky Blue, Green and Dual cigarettes into 17s packs this month.

**RRP** £6.50

**Outers** 10

**Contact** 0800 163503



“I tripled my sales of Grazia by using the advice in RN”

Alan Waterson,  
J Walsh Newsagents  
High Wycombe

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# THIS WEEK IN MAGAZINES

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## Festive fun

# BIGGINS STARS AS CHARITY PUZZLER'S GUEST EDITOR

The larger-than-life showbiz giant has been recruited to help raise money for a leading children's charity with each copy sold

**THE PRE-CHRISTMAS** issue of The Puzzler is its first to feature a celebrity on the cover, with Christopher Biggins coming on board as guest editor to help raise money for a special cause. Of each copy of this issue sold, 10p will be donated to Puzzler's chosen charity, The Dame Vera Lynn Children's Charity, for its work with pre-school children with cerebral palsy. The issue contains its usual mix of puzzles, along with £6,000 in cash prizes and a dedicated section on some of Biggins' favourite topics. Puzzle magazines are often bought as stocking fillers and retailers are asked to display this special issue as prominently as possible to attract impulse purchases.



**THE PUZZLER**  
On sale 18 November  
Frequency monthly  
Price £1.99  
Distributor  
Marketforce  
Display with  
Puzzler Collection,  
Take a Puzzle, Q Puzzle  
Compendium

## Round up



**NICOLA STEWART**  
Magazines  
reporter

# COLLECTABLES AT CHRISTMAS

Christmas is just six weeks away and the opportunity for independents to significantly increase takings on collectables is huge.

Stickers and trading cards are an affordable stocking filler at just 50p to £1, and promoting them to parents can be as easy as putting up a sign pointing that fact out. Stores that have a bit more space could look at creating a dedicated 'Christmas stocking display' consisting of collectables, children's mags and confectionery, making it simple for parents to mix and match.

Publishers, for their part, are launching some highly-anticipated collections in the next few weeks, including The Good Dinosaur stickers from Panini (*see page 40*).

Topps has the 2015/16 Champions League football stickers coming out shortly, followed by a duo of collections based on the latest instalment from the Star Wars franchise (due in cinemas on 18 December and forecast to be the most successful film of 2015). Starter packs feature collector albums and sheets or packets of stickers/cards so make great presents that also encourage additional spending long after Christmas.

This is also a prime time for sales of special interest magazines, another area that independent stores can dominate in.

If a customer mentions they have bought a camera as a gift, for instance, consider pointing them in the direction of photography titles. If their kids have an Xbox under the tree, try suggesting Official Xbox Magazine, GamesTM, or 110% Gaming for the younger ones.

It is sometimes as simple as reminding customers that they are there.

**FIFA 365**

The Golden World of Football

# STICKER COLLECTION

**BRAND NEW!**

## ON SALE NOW

IN ALL GOOD NEWSAGENTS

**STARTER PACK**  
£2.99 RRP

**STICKER PACKET**  
50P RRP

#GOTGOTNEED  
**PANINI**  
www.paninigroup.com

# THIS WEEK IN MAGAZINES



## Bestsellers Home interest

Title	On sale date	In stock
1 Country Living	03.12	<input type="checkbox"/>
2 Ideal Home	01.12	<input type="checkbox"/>
3 Your Home	03.12	<input type="checkbox"/>
4 House & Garden	07.12	<input type="checkbox"/>
5 Elle Decoration	03.12	<input type="checkbox"/>
6 Homes & Antiques	10.12	<input type="checkbox"/>
7 Homes & Gardens	03.12	<input type="checkbox"/>
8 Living etc	03.12	<input type="checkbox"/>
9 House Beautiful	30.12	<input type="checkbox"/>
10 Country Homes & Interiors	03.12	<input type="checkbox"/>
11 Style at Home	02.12	<input type="checkbox"/>
12 Period Living	26.11	<input type="checkbox"/>
13 The English Home	02.12	<input type="checkbox"/>
14 World of Interiors	03.12	<input type="checkbox"/>
15 Landscape	16.12	<input type="checkbox"/>
16 Real Homes	26.11	<input type="checkbox"/>
17 25 Beautiful Homes	03.12	<input type="checkbox"/>
18 HomeStyle	07.01	<input type="checkbox"/>
19 Good Homes	30.11	<input type="checkbox"/>
20 Period Homes & Interiors	20.11	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## THE GOOD DINOSAUR

The Good Dinosaur is the latest film from Disney's Pixar Animation Studios, coming to UK screens next week. Panini's sticker collection is based on characters and moments from the film, with 192 stickers to collect. Starter packs come with a sticker album and 31 stickers, and there are 24 limited edition stickers to collect. Retailers are advised to display on the counter where possible, particularly before and after school.



**On sale 19 November**  
**Frequency** ongoing  
**Price** starter £2.99, stickers 50p  
**Distributor** Marketforce  
**Display with** other collectables

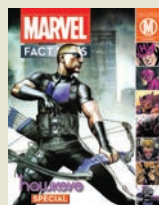


## BOXING NEWS ANNUAL

The 2016 Boxing News Annual will relive boxing's greatest nights through the eyes of the triumphant fighters. Joe Calzaghe, Carl Froch, Ricky Hatton and many more will share every element of their finest hours. It will also cover all the major events of 2015, including the Mayweather vs Pacquiao fight of the century, the rise of Premier Champions and a raft of Brits winning titles overseas.



**On sale 17 November**  
**Frequency** one shot  
**Price** £9.99  
**Distributor** Seymour  
**Display with** Boxing News, Boxing Monthly

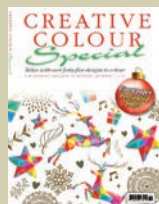


## MARVEL FACT FILES

This standalone issue of Marvel Fact Files is a Hawkeye special, featuring a metallic resin 122mm figurine of the superhero as he appeared in the recent Avenger films. It also comes with a 20-page magazine covering the characters 51-year history. The special has been promoted in preceding issues of the regular collection and should appeal to both regular collectors and fans of the Avengers films.



**On sale 19 November**  
**Frequency** one shot  
**Price** £16.99  
**Distributor** Comag  
**Display with** regular Marvel Fact Files collection



## CREATIVE COLOUR SPECIAL

Following a successful first issue, Puzzler Media is releasing a second edition of Creative Colour Special. Originally planned as a one off, the premium quality publication is now to be published six times per year. This festive-themed issue is likely to sell well in the run up to Christmas, so retailers are advised to display it prominently alongside other Christmas specials to capitalise on the seasonal uplift.



**On sale 18 November**  
**Frequency** bimonthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Relax with Art, Art Therapy, Zen Colouring



## TAKE A BREAK SERIES

The Take a Break Series Christmas issue combines the usual mix of real life stories, health and relationship articles and household tips, with a raft of festive articles, puzzles and competitions. There are £21,000 worth of prizes on offer and retailers are advised to display the issue full facing at the front of the fixture, alongside the regular Take a Break.



**On sale 19 November**  
**Frequency** monthly  
**Price** £1.80  
**Distributor** Frontline  
**Display with** Take a Break

**The top-selling puzzle magazine through Independents**

**ON SALE 19 NOVEMBER**





## COUNTRY WALKING

This special Christmas issue of Country Walking includes a GPS Genius Guide – a complete guide to buying and using digital maps and apps as well as the ultimate Christmas present, a GPS. Country Walking is the best-selling walking title sold through independent stores and retailers can support this issue by displaying it full facing at the front of fixture, alongside other walking and outdoor titles.



**On sale 12 November**  
**Frequency monthly**  
**Price £4.20**  
**Distributor Frontline**  
**Display with Walk, Trail**



## MOUNTAIN BIKING UK

The December issue of Mountain Biking UK comes polybagged with a free pair of mountain biking gloves. The best-selling title dedicated to mountain biking in the UK, the monthly covers all the latest news and reviews on the sport, including events, bikes and equipment. Retailers can support this added-value issue by displaying it front of fixture to encourage impulse sales.



**On sale 13 November**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with MBR, What Mountain Bike?**



## IN THE NIGHT GARDEN

This bumper issue of pre-school title In the Night Garden comes covermounted with a free set of Tombliboo Russian dolls. Previous issues of the title that have come with Russian doll covermounts have had sales uplifts of up to 50%. Retailers can highlight the added value by displaying the issue at the front of the fixture where children can easily see it.



**On sale 11 November**  
**Frequency monthly**  
**Price £3.75**  
**Distributor Frontline**  
**Display with CBeebies Weekly, Play & Learn**



## LEGO FRIENDS

Lego Friends is the only Lego title specifically aimed at primary girls and since its launch in 2014 it has consistently sold well through independent stores. This issue comes with an exclusive Lego hedgehog that is not available to buy anywhere else. Sales of children's magazines pick up in the run-up to Christmas and retailers are advised to display added-value issues prominently.



**On sale 11 November**  
**Frequency monthly**  
**Price £3.25**  
**Distributor Frontline**  
**Display with Frozen, Pink, Girl Talk**



## THE GOLF PAPER

Issues of The Golf Paper on sale 18 and 25 November will be the last editions out before the title takes a break over winter. Launched in April by specialist publisher Greenways Publishing, The Golf Paper is the only weekly paper dedicated to the sport. It comes with full coverage of the golfing world, including news, in-depth interviews and analysis. Retailers are advised to display it alongside local and national newspapers.



**On sale 18 November**  
**Frequency weekly**  
**Price £1.50**  
**Distributor Daily Mail**  
**Display with newspapers**

## Industry viewpoint

### Debbie Green

Group editor,  
Puzzler Media



## SO BIGGINS A GREAT XMAS FOR PUZZLES

**T**his Christmas, The Puzzler is being given an extra helping hand, thanks to the wonderful Christopher Biggins. The exuberant star of I'm a Celebrity... Get Me Out of Here! and many

pantomimes, TV shows and films has turned his hand to editing puzzles for a great cause.

For every copy of the special edition sold, 10p will go to the Dame Vera Lynn Children's Charity. This incredible charity provides a specialist service for families of young children with cerebral palsy and other motor learning difficulties.

A selection of puzzles has been sprinkled with the 'Biggins magic stardust' and themed around his favourite topics.

Christopher leapt into his new role with great gusto and his enthusiasm created some real excitement in the office.

The Puzzler is one of the strongest-selling titles in the mixed puzzle sector and Christmas issues generate a good sales uplift.

We know our readers enjoy puzzling with family members, but equally enjoy a bit of 'me-time' to chill out with a glass of their favourite tipple and a brain-teaser.

As a popular, relatable character, Christopher Biggins' face on the cover of the best-known puzzle magazine in the UK will create an appealing on-shelf display, helping to keep tills ringing, and generating extra funds for a great cause.

The special issue is on sale 18 November, priced £1.99.

### Top tip

Charity products have huge appeal, especially in the run up to Christmas. They're a great impulse buy so strategic positioning is essential.

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## AFTER FLOODING DESTROYED HIS NEW STORE, SANDY SARWAR REVEALS HOW HE RECOVERED

Plus, as winter approaches, take advantage of the cigars sales peak with our category guide, and John Eastwood's exclusive analysis of independent sales data



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Millennium Falcon	45	100	<b>8.99</b>
Cake Decorating	191	210	<b>2.99</b>
Cake Decorating Relaunch	140	165	<b>2.99</b>
Dinosaurs & Friends	38	60	<b>5.99</b>
Official Star Wars Factfile	94	120	<b>2.99</b>
Zippo Collection	5	60	<b>19.99</b>

## Eaglemoss

3D Create & Print	43	90	<b>6.99</b>
Batman Automobilia	75	80	<b>10.99</b>
Build A Solar System	12	104	<b>6.99</b>
DC Comics Graphic Novel	7	60	<b>9.99</b>
Disney Cakes & Sweets	114	120	<b>4.50</b>
Doctor Who Figurines	58	70	<b>7.99</b>
Marvel Chess Collection	50	64	<b>8.99</b>
Marvel Fact Files	139	150	<b>3.50</b>
Military Watches	46	80	<b>9.99</b>
Star Trek Off. Starships Coll.	59	70	<b>10.99</b>

## Hachette

Art of Crochet	11	120	<b>2.99</b>
Art of Knitting	42	90	<b>2.99</b>
Art Therapy	34	100	<b>2.99</b>
Black Pearl	96	120	<b>5.99</b>
Build the Mallard	63	130	<b>7.99</b>
Build the U96	63	150	<b>5.99</b>
Classic Pocketwatches	84	80	<b>8.99</b>
Dr Who Complete History	5	80	<b>9.99</b>
Judge Dredd Mega Collection	22	80	<b>9.99</b>
Marvel's Mightiest Heroes	49	60	<b>9.99</b>
My 3D Globe	45	100	<b>5.99</b>
Your Model Railway Village	103	120	<b>8.99</b>

## RBA Collectables

Amazing Dinosaur Discovery	37	80	<b>5.99</b>
My Zoo Animals	10	60	<b>5.99</b>
Precious Rocks, Gems & Minerals	42	100	<b>5.99</b>
Real Life Bugs & Insects	60	85	<b>5.99</b>

## Collectables

### DeAgostini

Magiki Kittens	<b>2.50</b>
Geckos & Co	<b>1.99</b>

### Magic Box

Zomlings Series 4	<b>0.50</b>
-------------------	-------------

## Collectables

### Topps

**Disney Frozen Activity Cards**  
Starter **£4.99**  
Cards **£1.00**



**Minions**  
Starter **£2.99**  
Stickers **£0.50**



**Disney Frozen Fashion Pack**  
Packets **£1.00**



**Minions**  
Starter **£4.99**  
Cards **£1.00**



**Hero Attax Marvel Avengers**  
Starter **£4.99**  
Cards **£1.00**



**Rugby Attax**  
Starter **£4.99**  
Cards **£1.00**



**Journey to Star Wars: The Force Awakens**  
Starter **£4.99**  
Stickers **£1.00**



**Shopkins**  
Starter **£2.99**  
Stickers **£0.50**



**Lego Friends**  
Starter **£2.99**  
Stickers **£0.50**



**World of Warriors**  
Starter **£4.99**  
Cards **£1.00**



**Lego Ninjago**  
Starter **£2.99**  
Stickers **£0.50**



**WWE Slam Attax Then, Now, Forever**  
Starter **£4.99**  
Cards **£1.00**



**Match Attax 2015/16**  
Starter **£3.99**  
Cards **£1.00**



**Merlin's Official Premier League 2015**  
Starter **£2.00**  
Stickers **£0.50**



### Panini

**Descendants**  
Starter **£2.99**  
Stickers **£0.50**



**Jurassic World**  
Starter **£2.99**  
Stickers **£0.50**



**Disney Cinderella**  
Starter **£2.99**  
Stickers **£0.50**



**Inside Out**  
Starter **£2.99**  
Stickers **£0.50**



**Disney Frozen My Sister, My Hero**  
Starter **£2.99**  
Stickers **£0.50**



**Peppa Pig**  
Starter **£2.99**  
Stickers **£0.50**




**Disney Princess Fabulous Talents**  
Starter **£2.99**  
Stickers **£0.50**




**Road to UEFA Euro 2016**  
Starter **£4.99**  
Cards **£1.00**



**Dragons**  
Starter **£2.99**  
Cards **£0.50**



**Sofia the First**  
Starter **£2.99**  
Stickers **£0.50**



**England Official Sticker Collection**  
Starter **£2.99**  
Stickers **£0.50**



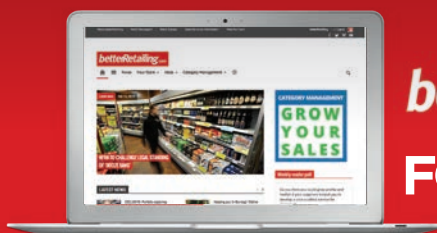
**Ultimate Spider-Man**  
Album **£2.99**  
Stickers **£0.50**



**Fifa 365**  
Starter **£2.99**  
Stickers **£0.50**



**Fifa 365 Adrenalyn XL**  
Starter **£4.99**  
Cards **£1.00**

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## Newspaper terms

### Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	20p	4.84p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.60	35.52p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.40	31.50p

### Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	60p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	60p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.70	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.60	22.20%
Racing Post	£2.20	24.25%
Herald	£1.30	23.00%
Scotsman	£1.40	22.50%

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	30p	7.26p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£2.00	47.20p
Racing Post	£2.50	58.125p
Herald	£1.70	39.10p
Scotsman	£1.80	40.50p

### Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	90p	21.40%
Mirror (Scotland)	90p	21.40%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£2.00	23.60%
Racing Post	£2.50	23.25%
Herald	£1.70	23%
Scotsman	£1.80	22.50%

### Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.15	49.45p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

### Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

## Newspapers

### Scale of third-party advertising insert payments

Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph	Independent
Cumulative?	no	yes	no	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.65p	2.49p
101-200g	2p	3p	3.36p	3.3p	2.75p	3.35p	3.30p	2.77p
201-300g	4p	5p	6.09p	5.5p	5p	5.75p	5.66p	5.32p
301-400g	5p	7p	7.43p	6.7p	6p	7p	6.38p	6.65p
401-500g	*	7.5p	*	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*	*

\* By negotiation

### Weight Watchers 7-8 November

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,405g	825g	165g	6	75g
Telegraph	1,325g	760g	300g	9	75g
Guardian	1,155g	755g	165g	3	110g
Sunday Telegraph	995g	525g	215g	5	60g
Times	935g	505g	155g	5	50g
Mail on Sunday	830g	405g	50g	3	35g
FT	825g	445g	15g	1	15g
Mail	660g	230g	115g	3	50g

### Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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## Back in the day

# 101

YEARS AGO



**14 November 1914**

Messrs George Newnes Ltd is issuing another 10 numbers of its popular Music Lovers' library, thus bringing the full total up to 101. There is no doubt this is one of the most remarkable musical productions ever been issued.

# 50

YEARS AGO



**13 November 1965**

National Sunday papers will not publish this year on Boxing Day, and there will be no dailies on 25 December or 27 December. A statement issued by the Newspaper Proprietor's Association said Boxing Day publication was being suspended because of "the impossibility of ensuring adequate distribution."

# 25

YEARS AGO



**17 November 1990**

Circulation figures for the Daily Mirror during October indicate that action taken by newsagents in protest at the terms reduction is having only minimal effect. The Audit Bureau Circulation average daily net sale for the Mirror is given as 3,084,311 for October, down 48,667 on the September figure of 3,132,978.

## Iceland drives would-be trolley crooks up the pole

The new 5p bag charge in England and Wales has been causing headaches for supermarkets with reports of people walking home with full shopping trolleys in protest.

Now Iceland appears to have come up with a novel way of stopping customers making off with their carts - by attaching a giant pole to them that won't fit through the front door.

The unusual anti-theft device was spotted at the frozen food multiple's Woodley store in Stockport.

However, shoppers at the business have criticised the move for 'penalising' honest



customers because now they can't take shopping directly to their cars.

Dena Carter, who uses the store, told the Mirror: "The lady on the main desk said it was because people had been stealing the trolleys so they didn't have to pay for carrier bags. But these poles are ridiculous. Everyone was saying they looked like dodgem cars."

An Iceland spokesperson said it had introduced the poles 'because people were stealing trolleys', but would not comment further on the matter.

At least now we know why mums are stuck at Iceland.

## Has PayPal killed off Christmas?

At the time of reading this, the first wave of Christmas TV ads will have already hit your screens all promoting the joys of the season.

But it appears one company has decided to be more Scrooge than Santa this year, after seemingly telling children that Father Christmas doesn't exist.

PayPal has been accused of 'ruining' Christmas with its festive TV ad, which sees a pair of young boys getting increasingly anxious over a lack of presents under their tree before the big day.

The ad reveals that instead of going to the shops, their

parents have been getting their gifts from - yep, you guessed it - PayPal.

However, the campaign has received more than 200 complaints to the Advertising Standards Agency, with viewers angry that the money transfer company has effectively 'killed off' Santa.

PayPal has since apologised and said it will now only air the ad past the 9pm watershed. "We want every child to experience the magic of Christmas," said a PayPal spokesperson. Presumably so long as they experience that magic by setting up their own PayPal account.

## VIEW FROM THE COUNTER with Mike Brown



At the top of my Christmas list this year must be a magnifying glass. I can use it to find the miniscule cover prices on magazines. Seriously, I have given up looking and scan the barcode. However the customer doesn't have that luxury and loses confidence when browsing the fixture. Publishers need to address this because we are all losing sales.

I must support the NFRN head of news Brian Murphy's letter in RN when he replied to the chairman of the Press Distribution Review Panel (PDFR) Neil Robinson on the subject of automatic payment for late newspaper deliveries. Mr Robinson feels this would be detrimental to progress by creating a culture of compensation rather than one of improving service.

I also disagree. Nothing concentrates the mind more than a financial penalty. Automatic payments are a feature of other industries such as the rail industry so why not ours. Surely a culture of accountability not compensation would prevail.

My wife got a nice surprise in the post, a letter from our new MP for Richmond Rishi Sunak. He thanked Rachel for saving the pensioners' bingo from closure and volunteering in the local community. I thought William Hague, our MP for more than 20 years, would be a hard act to follow but Mr Sunak seems equally approachable. I'm sure I will get a sympathetic hearing over such issues as Sunday trading laws.

When the rugby league season ends in October we fans suffer terrible withdrawal symptoms before the start of the new season in February next year.

Thankfully, New Zealand are on tour so on Sunday 1 November I travelled to Hull for the first of a three match series against England. England won 26-12. We celebrated by following the real ale trail around the old city before crashing out in a Premier Inn near the river. First blood to England.

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