

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 23.02.2018

Small stores, big trends

Protein, food to go and ready meals drive turnover – even in my 400sq ft store

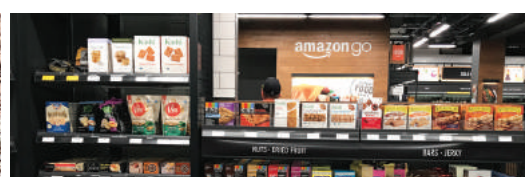
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Exclusive: UK retailers' first Amazon Go store tour

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- Retailers share their top lessons from the visit



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Shaping the future
of independent retail
since 1889



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TURNOVER
GROWTH

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WELCOME

Steve's stores are
proof that the biggest
trends can work in
the smallest of stores

Editor

Chris Rolfe

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Recently, I've had two very similar conversations with two very different retailers while visiting their stores.

Both were about refits, and both store owners talked about investing in increased ranges of fresh and chilled food, food to go, coffee machines, ingredients for lunches and evening meals, protein products and layouts that entice people around their shops.

One conversation was with Oli Lodge, the owner of the 2,200sq ft Budgens forecourt which we profiled in last week's issue.

The other was Steve Archer, the owner of Premier stores less than half this size – at 900sq ft and 400sq ft – who we feature in this week's issue.

Oli's approach was impressive, especially his commitment to offering customers in his rural location everything they need from his modern c-store.

But what stood out to me in Steve's story was his equal determination to adopt the convenience trends and best practice we write about in RN each week, despite the restricted space in his stores.

His approach – and the double-digit weekly turnover increases he has achieved in both stores through it – is a challenge to any retailer who believes the top trends and growth categories are not for them. Steve's stores are proof that the biggest trends can work in the smallest of stores.

There are articles throughout this week's issue that will spark ideas to try in your store, from advice on driving food to go sales for breakfast, lunch and dinner to focus areas for mainstream and specialist magazine sellers.

As Steve told me last week, "we have to look at everything we're doing because everything changes". What new ideas could you try this week?

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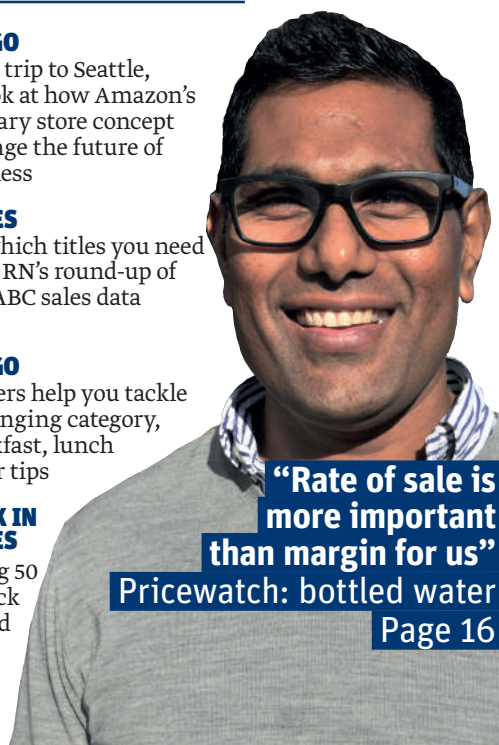
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"Rate of sale is
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BREAKING NEWS

NI looks at Sunday hours

Proposals to extend Sunday opening hours in Northern Ireland are back on the agenda, following the launch of a fresh public consultation.

Last week, Belfast City councillors voted in favour of revisiting previously rejected plans to designate the city as a holiday resort, meaning stores larger than 3,000sq ft could open all hours on Sundays between March and September.

But Eddie Poole, owner of 9,000sq ft Poole's Super-Valu in Dromore, said although he is exempt from Sunday trading restrictions because he houses a petrol station, he would lose footfall if multiples could open for longer.

He said: "Many smaller retailers gain on Sunday, especially with the church trade, and anything that gives the independents a squeeze on the multiples is welcome."

KeyStore's English expansion

Scottish wholesaler JW Filshill has announced it intends to develop and expand the presence of its KeyStore fascia throughout the north of England.

The wholesaler has appointed former Palmer & Harvey regional sales manager Jeanette Gordon as its business development manager to help lead the expansion.

JW Filshill retail director Craig Brown said: "Independent retailers need a point of difference in an evolving and competitive convenience marketplace."

There are currently 175 KeyStore shops throughout Scotland and the north of England.

£200k penalties possible 'F-Gas regulation is a huge issue that will affect thousands of retailers'

New law on old chillers could lead to big fines

by Alex Yau

alex.yau@newtrade.co.uk

Thousands of retailers could face fines of up to £200,000 if they fail to comply with upcoming legislation on environmentally harmful refrigerants used in store chillers.

The fluorinated greenhouse gases (F-Gas) regulation was introduced in 2015 and was designed to phase out the harmful chemicals. Its latest phase will prohibit the use of R404A and R401A gases in chillers from 2020.

Simon Robinson, managing director of chiller

manufacturer Pastor Frigor, said replacement costs vary depending on each chiller, but warned retailers could face other losses. "F-gas regulation is a huge issue that will affect thousands of retailers," he said.

After the 2020 date, retailers can still use chillers bought before the ban and contain these gases, but professional repair work will be illegal until they are replaced with a more environmentally-friendly alternative.

"It's dependent on their range, but retailers should consider the impact on fresh and chilled sales

should they be unable to repair broken chillers," he added.

Meanwhile, the Department for Environment, Food & Rural Affairs said it wants to penalise businesses that do not change fridges or refrigerants. Proposed fines range from £1,000 for retailers failing to report chillers containing illegal gases to £200,000 for disobeying of official warning notices.

Ray Gluckman, of refrigeration consultancy Gluckman Consulting, warned: "Stores that have been in business for more than four years are at the

highest risk of being non-compliant."

Awareness among retailers about F-Gas regulation varies. Ramsey Hasaballa, who opened his Premier store in Liverpool a year ago, said he was not aware of the legislation.

However, Raaj Chandarana, of Tara's Londis in High Wycombe, said: "I refitted my shop towards the end of last year and was made aware of F-Gas by my chiller engineer."

Figures from the Association of Convenience Stores suggest more than 36,000 independent retailers operate a chiller.

Healthy Seafield

One Stop Seafield hosted more than 100 school children as it became the first of the franchise group's Scottish stores to take part in SGF's Healthy Living Programme. The programme is aimed at increasing the range of healthier products in retail stores, and children from nearby primary schools were invited to discover healthy foods by trying a range of fruit and vegetables. "The children placed 'Eat Better, Feel Better' stickers around the shop, so when they come back, they will be encouraged to pick healthy snacks," sales assistant Hezel MacNaughton said.



Council plans to extend school meals

Scottish retailers say they hope to benefit if a proposal to tackle holiday hunger for schoolchildren is approved by North Lanarkshire Council next week.

The Food 365 programme aims to extend free meal provision from term time to all year round, including weekends.

Under the proposal, children will be served meals in local community centres and leisure facilities when not at school.

Mo Razzaq, who runs a Family Shopper in Blantyre, said it was a "great initiative".

"The more you do for your community, to help

feed children, the more they can do for you," he said.

Mr Razzaq, who is also a Labour councillor for South Lanarkshire, said he was working with another retailer on piloting a similar scheme covering breakfast. Schools will be provided with jam, bread and cere-

als, with plans to extend provision to the weekends.

Linda Williams, of Premier Broadway in Edinburgh, whose store supplies snacks to two local schools, said sales are quieter during holidays. "Schemes like this could potentially have the opposite effect," she said.

MPs show support at Westminster launch of NFRN indies' report

MPs gathered to support independent retailers as the NFRN launched its annual Independent Retail Report in Westminster. Retail crime was one of the key issues in the report addressed by NFRN national president Linda Sood, who called for action to address the rising levels of violence and abuse suffered by shop workers. Launching the report, Martin Vickers MP said: "The figures speak for themselves, with retail crime up 11% in 2017 and three times higher than it was 10 years ago."



(Left to right): Martin Vickers, Linda Sood and NFRN national deputy vice president Mike Mitchelson

Worst day of all for Brum

Birmingham experienced the "worst day and worst week so far in 2018," for late, and mixed-up, deliveries because of newspaper and magazine "bunching," according to an NFRN report on Smiths News.

Wholesaler data for 16 February revealed 76% of newspaper supplies arrived within 30 minutes of the cut off time from publishers. Meanwhile, 33.5% of supplies arrived within 30 minutes of the cut off time during the week beginning 12 February.

Peter Williamson, news operations manager at the NFRN, said too many newspapers arrived at one time, called bunching, causing an influx where orders can be easily mixed up. "Wholesalers have to handle thousands of papers at once, they make mistakes," he said. Smiths News said it will continue to work with publishers on inbound performances.

A spokesperson added: "Our inbound supplies can provide challenges for our teams."

Retailers want government to boost information flow 'Manufacturers must pull fingers out'

Public 'lost amid sugar levy information desert'

by Tim Murray

RNreporter@newtrade.co.uk

Retailers have called on the government and soft drinks manufacturers to do more to educate the public about the forthcoming sugar levy, with many warning of an information desert around pricing and merchandising in store.

The tax, which targets drinks containing more than 5g per 100ml, will become law on 6 April. However, retailers are reporting little or no information or guidance for consumers, with many fearing they will bear the

brunt of their anger when the price of their favourite full-sugar drinks soar.

Raaj Chandarana of Tara's News, High Wycombe, Buckinghamshire, said: "The government doesn't seem to be doing anything at all. We don't want to get the blame, but that's what always happens."

"Manufacturers also need to pull their fingers out and educate the shopper."

Confusion has also been heightened by some manufacturers reformulating recipes to reduce sugar while others have

shrunk packaging to keep the price the same in preparation for the tax.

Some retailers are even starting to act themselves. Tywardreath Village Shop, in Cornwall, has begun re-organising its soft drinks along sugar content lines, rather than brands: the more sugar, the higher up they are positioned on shelf.

Josh Taylor co-owner of the store said: "The shelves are more disjointed now we've arranged by sugar content, and we need to find a middle ground. When the tax comes in, in the short term we'll go with the sugary, smaller

sizes. In the long run, I'd like to see less sugar in drinks."

An HMRC spokesman said: "Manufacturers, retailers, and the public will see a range of helpful explainers about how to comply with the Soft Drinks industry levy in the coming weeks and months."

Britvic say they have created a leaflet recommending retailers pass on price rises, review their ranges and offer choice, adding health is the biggest trend. Coca Cola had not responded by the time RN went to press.

SGF grant launch

The Scottish Grocers' Federation (SGF) will begin accepting applications from retailers for its Food to Go Grant from 1 March, it has announced.

The £250,000 government-funded pot is set to contribute to half of a retailers' total food to go investment, with retailers receiving up to a maximum of £7,500 from the SGF. Successful applicants will be determined by their focus on healthy products and locally-sourced goods.

The grant was first announced by the Scottish government in November last year.

NFRN sets out twin track strategy

The NFRN is to take a twin track approach to highlighting the serious supply and profitability issues facing news retailers.

Outlining the federation's plans, national president Linda Sood said she will be writing to prime minister Theresa May asking for the forthcoming

review into the sustainability of the printed press, announced earlier this month, to include the distribution system.

"It would be great if this probe was widened so the whole of the supply chain could be examined and the spotlight well and truly shone on the ever-increasing

carriage charges, slashed margins and the daily issues newsagents face in getting their supply at the time and in the quantities they require," Mrs Sood told the NFRN national council meeting on Tuesday.

She added she would like news retailers to play a full part in the review.

Councillors also heard a presentation by legal adviser Ian Sherr on the NFRN's forthcoming submission to the Competition and Markets Authority on the changes that are needed to the news distribution system to improve consumers' access to newspapers and magazines.

STORE LOOKBOOK



Archer aims high

Steve Archer is achieving big results in his two small Premier convenience stores by investing in modern equipment, convenience growth trends and layouts that entice customers to shop every corner of his businesses.

Chris Rolfe reports

Our weekly sales in our Biddulph store mean we turn over £32 per square foot, which is comparable to Tesco," says Steve Archer.

Steve is discussing the benefits of refitting two of his three Premier convenience stores in the past 10 months – an investment which has resulted in an 18% week-on-week increase in his Biddulph store since work was completed last month, and a £2,200 increase in weekly turnover in his Hightown store since June.

Steve and his wife Val attribute this growth to investment in layouts that drive sales, modern convenience ranges and new slimline equipment, and are especially pleased this has been achieved in just 900sq ft and 400sq ft stores.

"The idea for the layout for our first refit, in Hightown, came from a visit to Singh's Premier in Sheffield," says Steve. "They have a similar long, thin unit and had sited their frozen food in upright open chillers along the back wall. This brightened the back of the store and drew customers' eyes to it."

Steve adopted a similar layout in Hightown, with slimline chillers and lower central gondolas creating wider aisles and an illusion of extra space. These changes guide customers' eyes from his new coffee machine and hot food unit at the front down the length of his extended chilled, frozen and soft drinks ranges.

"We doubled our chilled space," says Steve. "Meal ingredients are a big growth

area and even in a small store, you can stock a good basic range. We added fresh meat and veg and Booker's Discover the Choice range, with pizzas and nine ready meals, including cottage pies, lasagnes, fish pies and curries, so people can get a meal for tonight. This store serves an affluent residential area, so we also added protein products, parmesan, mozzarella, salami and chorizo."

Food to go has grown by 50%, sandwich sales have tripled and soft drinks sales have grown 40% as a result, he says.

Strategically-placed promotional bays are also helping to drive impulse sales. Steve worked with PepsiCo to install a four-sided snacks display unit midway down the store, which holds single and sharing bags, multipacks and boxes and offers a promotion on every side.

"We wanted to do something different, so they helped design this," says Steve. "We're a small store, but they invested time with us because this is a great way to drive sales. We've gone from selling 800 to 1,500 bags of crisps a month."

A promotions bay currently housing Easter eggs and new Premier deals has also been sited by the till, tempting customers to make impulse purchases, while a kids' zone, also near the till, unites slushes, snacks, sweets and magazines.

And while linear space for other magazines and newspapers has halved, Steve says working with the NFRN's N3 initiative to cull two thirds of his titles



I turn to RN's store profiles first and often spot a product or display stand we can introduce into one of our stores **STEVE ARCHER**



STORE TOUR

- ❶ Steve doubled his chiller space in his Hightown store to add food to go, lunch and evening meal ingredients and a range of ready meals
- ❷ Two thirds of Steve's magazines were removed, but sales are up 10%
- ❸ Steve worked with PepsiCo to design a four-sided crisps and snack cube and is selling 700 more bags a month
- ❹ A kids' zone has increased sales of children's titles and created a one-stop shop for younger customers

INFORMATION

Location

Hightown Premier, 3 Cross Lane
Congleton, Cheshire CW12 3JU

Size

900sq ft

Weekly turnover

£16,700

Average basket

£5.75



STORE LOOKBOOK



5



6

and focus on the bestsellers has led to a 10% increase in sales.

Such was the success of the Hightown refit that Steve adopted a similar approach when refitting his 400sq ft Biddulph store last month.

In the tiny square unit, slimline open fridges have again created wider aisles and additional space for two walls of soft drinks, sandwiches, pies, chilled and fresh food, ready meals and wine. A promotions bay has similarly been placed by the door to house seasonal products and offers.

"We've seen an uplift in sales of 1.75l and 2l bottles of pop because we are able to display more facings and keep stocked up," says Steve. "Chilled sales are up slightly more than 10% – especially snacks – and since we put bottles of red wines on a shelf by the chiller, we are selling as many of them as rosé and white."

Steve's story is proof that refitting and integrating the latest convenience trends prompts growth, whatever your store size.

"We knew we needed to modernise because everything changes," he says. "Our basket spend is up to £5.75 in Hightown and £5.45 in Biddulph, which proves the refits were worth it." ●

STORE TOUR

5 In Steve's Biddulph store, two walls of slimline chillers housing drinks, food to go and fresh food have contributed to an 18% week-on-week turnover increase

6 Promotions bays by the tills in both stores are driving sales of seasonal products and the latest Premier offers

7 Basket spend is up 85p to £5.45 in Biddulph thanks to Steve's improved range and layout



7



Want to see more of Steve's stores? Go to betterretailing.com/premier-hightown-biddulph

CATEGORY ADVICE

In association with
Lucozade
ENERGY

Up the Energy

Ahead of the 6 April Soft Drinks Industry Levy, experts Claire Keaveny and Jonny Acton from Lucozade Energy join RN to show how an eye-catching display can drive sales.



THE OPPORTUNITY



£39,000

The sales from soft drinks in the average convenience store



Effective PoS can encourage an additional

25%

of shoppers to purchase



FOCUS ON

SUE NITHYANANDAN

Costcutter Epsom, Surrey

"My display is based on a planogram which is a couple of years old. I've felt constrained by it recently because so many new lines and formats have come to the market. I'd like to learn how to merchandise new products customers are asking for, like zero and low-calorie drinks. I'm excited about taking some of the guesswork out of my display, and taking on Lucozade Energy's advice."

EXPERT ADVICE

CLAIRE KEAVENY

Senior Brand Manager

JONNY ACTON

Field Sales Manager, Lucozade Energy



"Sue's display is really clean and well lit – a basic but important thing. I can see there used to be a plan, but over time, products have shifted and new trends have been sandwiched in, which can confuse customers. There aren't many low-calorie products or cans in the display, which is a missed opportunity. In light of the growth of low-sugar drinks and the resulting increased demand from shoppers, we'll add them to the fixture."



LUCOZADE ENERGY TIPS

1. Group products by colas, energy drinks and waters to make it easy for customers to find what they want
2. Double or triple-face popular products, such as Lucozade Energy Orange and Original flavours, to reduce time spent restocking
3. Ensure popular low and no-calorie options are placed beside core flavours to give shoppers healthier choices
4. Embrace cans to cater to different shopper missions and attract additional sales

ACTION PLAN

- 1 **SHOPPER MISSIONS:** Introduce other formats – such as cans – to attract additional sales from consumers on other shopper missions.
- 2 **CHOICE:** Stock bestselling lines as well as low and zero-calorie drinks, such as Lucozade Zero, to ensure you meet all customer needs and are ready to help customers make healthier choices.
- 3 **VISIBILITY:** Use PoS and secondary sitings to support new products. Shelf-edge strips, wobblers, and bins of new products near the till will encourage additional purchases.

What happens next?

Over the next month, Sue will follow Lucozade Energy's expert advice and plan for her display. We'll track the sales data at the store to see what changes.



Keep a look out for RN on

MARCH 13



SYMBOL NEWS



CJ Lang & Son to open flagship Spar in Halbeath in March

Scottish wholesaler CJ Lang & Son is to open a flagship Spar store in Halbeath on 12 March. The 3,000sq ft store will include an off-licence, a post office, a bakery and a butcher, and offer fresh coffee to go. It joins more than 300 Spar stores across Scotland already being supplied by the wholesaler. CJ Lang & Son retail director Jamie Buchanan said this will be the third store the company has opened in the past 12 months. "Each shop in turn has become a flagship store, as subtle design and range improvements have been made with each new opening," he said.

Own-brand cola helps with levy

A retailer has welcomed the addition of Spar own-brand sugar-free cola in the lead up to the sugar levy on soft drinks on 1 April.

Joe Williams, of Spar in Hook Norton, told RN the new products would ease difficulties in making his drinks range comply with the levy.

"We'll have to wait and see whether customers are concerned about paying extra for soft drinks when the levy comes into effect.

"It's good to have the additional range should they be put off by the higher prices, though," he said.

The drinks are available in 500ml and 2l bottles priced at 59p and 89p respectively. Spar claims it is the first symbol group to have a sugar-free cola available to customers.

Categories set to overtake tobacco 'Customers have become more health-conscious'

Fresh and chilled help Parfett's profits to soar

by Alex.Yau

alex.yau@newtrade.co.uk

Wholesaler Parfett's expects fresh and chilled to overtake tobacco as its dominant business areas after both categories helped double annual sales for the year ending 30 June to £324m.

The company's latest financial results also revealed pre-tax profit grew by 90% to £3.3m in the same period.

Guy Swindell, Parfett's head of customer development and marketing, told RN tobacco currently

makes up 50% of the business, but added that he would not be surprised if this decreased over the next five years.

"If you were a betting man, you'd expect tobacco to contribute to 40% of the business, while growing trends such as fresh and chilled would help make up the other 60% - chilled, fresh and protein products continue to gain popularity as suppliers develop healthier alternatives," he said.

He added: "We'll continue to work closely with suppliers to provide the

best advice to our Go Local retailers on why these popular categories are important and how they can increase sales."

Jai Singh, of Go Local Extra in Sheffield, has seen similar trends in fresh and chilled in his store, and he expects them to continue.

He told RN: "Sales of fresh and chilled now make up 23% of my overall business, up from 10% last year. This has been driven by fresh meat.

"Customers have become more health-conscious and want products they can trust," Mr Singh added.

Paresh Chauhan, of Go Local Extra Simply Convenience in Wilmslow, said his weekly sales in the fresh category have increased from £13,000 to £23,000.

"Fresh fruit and vegetables are the most popular and I make an effort to let customers know they're locally-sourced," he said.

Mr Swindell added delivered wholesale had also contributed to the increase in sales of fresh and chilled, with 10% of retailers now using the service in the three years since Parfett's launched it.

P&H hits McColl's sales hard

McColl's has attributed a fall in sales to the collapse of Palmer & Harvey (P&H).

Like-for-like sales at the convenience chain for the 11 weeks ending 11 February fell 2.2%, following the wholesaler entering administration in November.

More than 700 of the symbol group's 1,600 shops were supplied by P&H, after which deals were struck with Nisa and Morrisons at the end of last year.

McColl's financial results stated: "These contingency agreements have largely ensured continuity of supply, but the disruption caused by P&H has impacted our sales performance."

Meanwhile, McColl's says it plans to refurbish 100 stores and open 20 new shops this year.

Call to ban sale of energy drinks to children

Retailers are divided following a call by Nisa sales director Steve Leach for a legal ban on sales of energy drinks to children younger than 16 years old.

Supermarkets including Waitrose, Lidl, Asda, Aldi and Tesco are already set to restrict under-16s from buying soft drinks with

more than 150mg of caffeine per litre from March.

These voluntary restrictions were triggered by government health concerns.

But Mr Leach said they would be too hard to enforce. "A ban would ensure a level playing field for all retailers. We've advised

members not to sell energy drinks to under-16s, but it's difficult to enforce as our retailers are all independent. It's the owner's decision," said Mr Leach.

Holly Patel, of Molly's Nisa in Luton, operates similar restrictions and would welcome a ban.

However, Rav Garcha, of

Nisa Hockley in Birmingham, argued a ban would make issues relating to the sugar levy in April worse.

"I'm figuring out how to make my range fit the levy. A ban wouldn't make things easier. Energy drinks make up half my drinks sales," he said.

NEWS & MAGS

Weekend and red-top papers achieve highest sales rises The Sun reverses downward trend

National newspapers achieve circulation spike in January

by Chris Rolfe

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Newspapers once again enjoyed an annual sales spike in January, according to the latest data from the Audit Bureau of Circulations (ABC).

Daily, Saturday and Sunday editions all achieved month-on-month circulation rises, with total copy sales up 0.5%, 3.0% and 1.8% respectively.

The biggest growth was achieved by weekend papers and red tops, with all Saturday titles increasing month-on-month sales, and six out of 11 Sunday papers also adding sales.

After months of consecutive falls, sales of all three editions of The Sun rose, with weekday, Saturday and Sunday circulations up 4.7%, 5.6% and 5.7%.

"The Sun and The Sun on Sunday's sales rise has been driven by our ever-popular hols from £9.50 campaign," said Kate Bird, chief marketing officer at News UK.

Sales of The Guardian also rose across the board, with 4.3% and 4.4% rises for the weekday and Saturday issues, and a 0.8% rise for The Observer.

"The launch of the new tabloid Guardian on 15 January, and The Observer on 21 January saw a market-leading performance for both titles," said Richard Furness, director of publishing.

Meanwhile, in the month that Trinity Mirror announced its acquisition of the Express and Star newspapers, the new ABC figures reveal that combined sales of the Daily Mirror, Daily Star and Daily Express totalled 3.8 million copies in January.

News UK remains the UK's largest newspaper publisher, selling 5.7 million copies of The Times and The Sun in January, while Mail Newspapers remains the second largest, selling a total of 4.1 million copies.

Magazines drop by 12%

Newstrade sales of ABC-audited magazines fell by 12.3% last year, according to an analysis by distributor Marketforce.

The latest magazine circulation figures, which report on the six months to December 2017, were released by the Audit Bureau of Circulations last week and show that only one title in every eight across all categories achieved a year-on-year increase.

The children's category had the most titles in growth, followed by home interest.

Take a Break's monthly series achieved the highest circulation increase,

boosting its sales by more than 25% to an average of 207,792 copies.

Among specialist titles, Practical Photography achieved the highest monthly increase, adding 4,490 copies (71.5%).

PJ Masks, the children's pre-school title launched last August, reported its first set of figures, with average sales for its first five issues at 39,911.

Although ABC figures are regarded as a 'gold standard' by the industry, they cover only a small proportion of the 3,400 magazine titles available through the newstrade.

See pp22-27 for RN's full report

January Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	532,191	-1.1%	-12.9%	£79.7	532,191
Daily Record	128,088	-4.8%	-14.2%	£19.2	128,088
Daily Star	393,733	-0.2%	-12.0%	£28.6	393,733
The Sun	1,315,944	4.7%	-9.8%	£146.7	1,436,835
Daily Express	339,265	-0.8%	-8.2%	£45.2	339,265
Daily Mail	1,122,451	-0.8%	-7.9%	£162.8	1,122,451
Daily Telegraph	340,191	-3.2%	-10.7%	£131.7	340,191
Financial Times	28,726	-4.1%	-13.6%	£15.5	56,668
Guardian	125,175	4.3%	-3.2%	£55.1	125,175
i	192,020	-1.2%	-9.5%	£25.3	254,390
Times	307,651	-0.9%	-4.9%	£105.8	395,590
TOTAL	4,825,435	0.5%	-9.5%	£815.6	5,124,577

January Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	715,900	3.7%	-11.5%	£177.0	715,900
Daily Record	156,560	-0.2%	-13.2%	£35.4	156,560
Daily Star	371,884	1.6%	-9.4%	£44.9	371,884
The Sun	1,776,037	5.6%	-7.2%	£266.1	1,896,928
Daily Express	436,244	0.6%	-6.5%	£74.8	436,244
Daily Mail	1,928,865	2.9%	-5.5%	£405.1	1,928,865
Daily Telegraph	516,365	0.0%	-8.8%	£255.6	516,365
Financial Times	67,779	0.4%	-4.1%	£53.6	95,721
Guardian	283,525	4.4%	-3.7%	£180.9	283,525
i	208,313	0.4%	2.8%	£35.8	270,683
Times	478,970	0.7%	-4.8%	£191.3	566,909
TOTAL	6,940,442	3.0%	-6.9%	£172.5	7,239,584

January Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	140,741	-2.1%	-16.3%	£53.2	140,741
Sunday Mirror	497,136	2.7%	-13.2%	£156.6	497,136
People	189,263	1.3%	-14.3%	£59.6	189,263
Daily Star Sun.	234,878	-1.3%	-7.9%	£46.7	234,878
The Sun	1,152,650	5.7%	-8.9%	£266.3	1,273,906
Sunday Express	305,316	-2.6%	-7.6%	£90.5	305,316
Sunday Post	122,728	-3.5%	-14.2%	£41.2	123,266
Mail on Sunday	1,064,828	2.0%	-8.4%	£402.5	1,064,828
Observer	176,795	0.8%	-4.8%	£129.9	176,795
Sunday Telegraph	293,451	-1.1%	-8.8%	£133.5	293,451
Sunday Times	633,680	1.0%	-7.5%	£359.3	717,387
TOTAL	4,811,466	1.8%	-9.4%	£1,739.42	5,016,967

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

PRODUCT TRENDS

Free-from snacks good for turnover

Providing a range of free-from kids' snacks can help independents stand out against multiples and provide a point of difference, a retailer has told RN.

Bhavesh Odedra, of Nisa Local in Canvey Island, said offering free-from kids' snacks can help drive footfall for independents.

"We stock a range of Organix and Ella's Kitchen free-from products, dotted around the store to encourage impulse purchases of kids' snacks," he said.

"Free-from is a growing category, so it's worth investing in – but there is always the issue with space if you have a small store," he added.

To help retailers capitalise on the opportunity, biscuit supplier Bahlsen Biscuits has introduced gluten- and lactose-free variants of Zoo biscuits.

St Patrick can bless sales

Retailers can increase basket spend by capitalising on St Patrick's Day, according to alcohol supplier Pernod Ricard.

Nielsen data for the year to September 2017 shows the total impulse value of Pernod's Jameson brand is £6.5m, and can secure an additional £5.83 basket spend for retailers versus a standard whiskey.

James Middleton, channel director for impulse at Pernod Ricard UK, added: "St Patrick's Day has been gaining momentum and this year, we are supporting retailers by heavily investing in the promotion of a 'Happy St Patrick's Month' with lead serve Jameson Ginger & Lime."



Choosy consumers want organic dairy products

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Retailers must expand their organic dairy offering as consumers become more discerning about food provenance and taste, according to industry experts and suppliers.

Clare McDermott, business development director at agricultural charity The Soil Association, said dairy sales increased by around 3% in 2017, achieving nearly a 29% share of the organic market.

"People now expect to see organic milk and yogurt alongside non-organic. Fresh produce is also highly sought after, with organic carrots especially popular for their flavour," she added.

The Soil Association's 2018 Organic Market Report also revealed organic counted for 1.5% of the total UK food and drink market in 2017, with sales growing by 9.7% in independents.

Adam Thompson, commercial director at organic

food brand Rebel Kitchen, attributed the growth to consumers becoming more selective about food.

"Taste, provenance, and organic credentials are now key differentiators in an increasingly competitive market," he said.

Ketul Desai, of Leiston Londis in Suffolk and Central News in Central London, said: "We find people who buy organic are repeat shoppers. In our London store, we have consumers specifically asking for organic milk. In our Suf-

folk store, we sell organic fruit and vegetables from a local supplier, which is very popular because of the agricultural heritage of the area."

However, Anita Nye, of Premier Eldred Drive Stores in Kent, said the biggest obstacle with organic is price.

"We sell Suma Organic Peanut Butter, but as it is marketed as a premium product, the price is higher, which can stop people from purchasing it," she said.

Soft drinks are bestsellers for kids

Soft drinks remain the product most frequently purchased by children and a big sales opportunity, retailers have said.

According to the Office of National Statistics' report 'Family Spending in the UK', in the financial year ending 2017, 56% of children aged seven to 15

bought at least one soft drink within a two-week period, with the average weekly spend being 90p.

Anish Parekh, of Londis Broadoak & Post Office in Ashton-under-Lyne, said soft drinks are the most popular items children buy. To capitalise on that, he stocks a wide range,

from standard fizzy drinks to low-sugar options.

"As kids get older, they tend to buy more soft drinks, so retailers need to look at what soft drinks are appealing to different ages and keep their prices competitive," he added.

Dean Holborn, of Holborn's in South Nutfield,

said being near a school, the biggest consumers of soft drinks are 13-to-14-year-olds, as well as 20-year-olds.

"Having a streamlined choice of soft drinks is the most effective way to boost sales as it gives your range a bolder, visual impact," he added.

BRAND SNAPSHOT



Juiced up

Britvic has launched Juiced, a new Robinsons Fruit Shoot product, in Apple & Pear, Strawberry & Raspberry and Orange & Pineapple flavours.



In the pink

Pernod Ricard's Beefeater Pink gin is designed to appeal to millennials looking to use it in cocktails and as a visually appealing post on social media.



Cup winner

Plymouth Fruit Cup will be available from summer and offers consumers an alternative to traditional fruit punch, with a strength of 30% ABV.



Small is beautiful

Nestlé Confectionery is helping to drive impulse sales with a smaller size outer across a range of its best-selling singles, including '2 for £1' pricemarks.



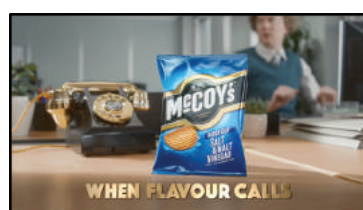
Aim for the Skyr

Danone has launched Skyr Icelandic Style Yogurt in on-the-go single pots, RRP 95p, in Blueberry Blast and Raspberry Razzle flavours.



The whole flavour

Warburtons is expanding its Toastie range with the launch of an 800g Wholemeal Toastie loaf for consumers who prefer a stronger wholemeal taste.



Flavour calls again

McCoy's has relaunched its 'Win Gold' campaign, which will run alongside the return of its 'When Flavour Calls' advert.



Stress-free tea

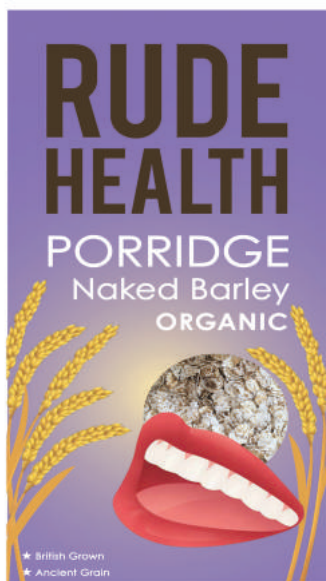
Taylors of Harrogate has launched new pricemarked packs of Yorkshire Tea Decaf 40s, exclusively for the convenience channel.



More Mars flavours

Mars Chocolate Drinks and Treats has introduced two new flavours to its pricemarked impulse range: Snickers and M&M's Peanut, at £1.29 each.

WHAT'S NEW



Rude Health porridge

Rude Health's Naked Barley porridge is made with British Barley flakes, contains no sugar, and is designed for the cold weather as more consumers turn to healthy, hot breakfasts.

RRP £3.50

Contact emily@rudehealth.com



Riso Gallo Risotto Pronto

Riso Gallo Risotto Pronto is a meal-for-tonight available in Funghi Porcini, Quattro Formaggi and Saffron flavours. Cross-merchandise with wine, chicken, cheese or vegetables.

RRP £2.29

Contact jmorrison@gallouk.com



Drink Me Chai latte

Drink Me Chai's Turmeric Latte appeals to customers looking for an interesting alternative to traditional hot beverages. Cross-merchandise with honey and maple syrup.

RRP £3.49 (80g)

Contact info@drinkmechai.co.uk



The Real Coffee Bean Co. coffee

The Real Coffee Bean Co.'s artisan ground coffee is a full-bodied drink, and is suitable for filter-cups, cafetières and other types of filters. Its paper packaging is 100% recyclable.

RRP £5.49 (200g)

Contact shahid@therealcoffeebeanco.com



Simplee Aloe Water

Simplee Aloe's Aloe Vera Water with Pulp is a low-sugar aloe water that contains vitamins, antioxidants and anti-inflammatory enzymes.

RRP £1.49

Contact aloe@simpleealoe.com



Cheeky Boy sauce

Cheeky Boy's Hot Mayo Sauce is a healthy and natural alternative to regular plain sauces. Its distinctive packaging gives it a more premium feel and helps it stand out on shelves.

RRP £2.70 to £3.60

Contact info@cheekyboysauces.com

 **Priyanka Jethwa**
 priyanka.jethwa@newtrade.co.uk
 020 7689 3355



Pollen + Grace Daal Pot

Pollen + Grace's Fragrant Turmeric & Butternut Daal Pot is a heatable on-the-go lunch option for shoppers looking for a quick meal. It has a five-day shelf life and can be kept in the chiller.

RRP £3.99

Contact jemima@pollenandgrace.com



The Real Salt Co. rose pink salt

Himalayan Rose Pink Salt is suitable for cooking and therapeutic purposes, containing more than 80 minerals. It comes in 250g Kraft bags and 500g Fine and Coarse bags.

RRP £3.99 (250g); £4.99 (500g)

Contact shahid@realsaltco.com

Focus

Premium crisps

Premium crisps can help create a point of difference and sit alongside regular brands to increase overall category sales



Emily's Fruit Crisps

Crunch Red Apple crisps can be merchandised at the till with other on-the-go items. As well as being one of the recommended five a day, the product can also be used for baking.

RRP £1.50 (35g)

Contact emilycrisps@wellhellocoms.co.uk



Brown Bag Crisps

Brown Bag Crisps' Tiger Prawn hand-cooked crisps are the latest flavour to join the gluten-free range. The range is exclusive to independent shops, giving retailers a point of difference.

RRP 80p to £1.20 (40g)

Contact philandviv@brownbagcrisps.co.uk



Slabs sea salt crisps

Slabs Sprinkled with Sea Salt are hand-cut thick gluten-free and vegan crisps available in 40g impulse bags and 80g sharing bags.

RRP 40g (99p) 80 (£1.99)

Contact telesales@slabscrisps.com

Sarj Patel

Pasture Lane Stores,
Loughborough

Premium crisps such as Kettle Chips in Balsamic Vinegar and Sweet Chilli & Sour Cream flavours are popular, especially larger sharing bags.

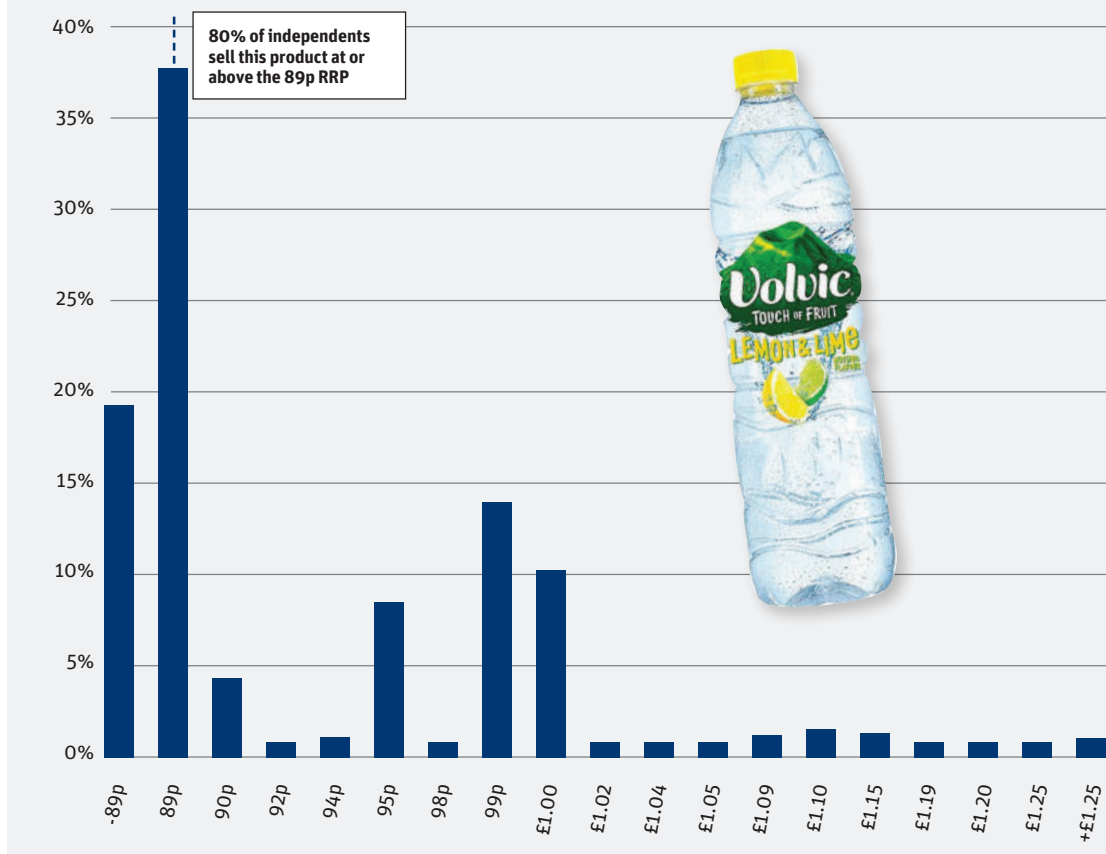


PRICEWATCH

Profit checker Water

Price checker

VOLVIC TOUCH OF FRUIT LEMON & LIME 500ml Price distribution %



Analysis

In an impulse-driven category where pricemarking is scarce, it comes as little surprise that the bulk of retailers – 80% – choose to price at or above RRP. Of the sample in our Profit Checker table, 37.8% stick to Booker's 89p RRP,

while 43.6% go above – most commonly to 95p, 99p or £1, but some as high as £1.40.

Our Price Checker table then suggests that the bigger the bottle, the bigger the price rise, with retailers

putting their most ambitious price increases on 1.5l bottles of plain water.

But the retailers we interviewed sound a note of caution – to weigh up local competition when setting prices to protect sales.

PRODUCT
Volvic Mineral Water 1.5l
Volvic Mineral Water Sports Cap 1l
Volvic Touch of Fruit Strawberry 500ml
Volvic Mineral Water 500ml
Glacéau Smartwater 600ml
Volvic Touch of Fruit Strawberry 1.5l
Highland Spring Mineral Water 1.5l
Evian Mineral Water 1.5l
Evian Still Water Sports Cap 750ml
Volvic Touch of Fruit Lemon & Lime 500ml
Highland Spring Mineral Water Sports Cap 750ml
Evian Mineral Water 500ml

How we drive our profit

Siva Thievanayagan

STORE Nisa Local
LOCATION Peterborough
SIZE 3,000sq ft
TYPE town centre

TOP TIP

Stick to the RRP advised because people won't buy if they think something is overpriced



We sell Volvic Touch of Fruit Lemon & Lime 500ml for 95p, but at the moment Nisa has a two for £1 promotion on them. We normally stick to the RRP and the promotions Nisa provides as we have to remain competitive and avoid over-inflating our prices. At the moment, the Nisa promotion allows us to earn a 25% margin. Rate of sale is more important than margin for us, though, because people are more loyal to price than they are to brands. We try to buy stock when it is on promotion to help make a better profit margin.

Perry Pirapakran

STORE S&M Supermarket
LOCATION London
SIZE 2,000sq ft
TYPE estate

TOP TIP

Always try to stock pricemarked packs if they're available



Volvic Touch of Fruit Lemon & Lime 500ml is our bestseller in the Volvic range, in addition to the strawberry flavour, which is also extremely popular. We sell it for 79p as advised by Costcutter. We earn around a 20% margin by selling it at this price. Even though I don't compare my prices to other stores this price allows me to stay competitive without overcharging. Costcutter's RRP's are generally lower than other fascias'. We also have a lot of promotions on other Volvic products at different times of the year, which boosts sales.

Alex Yau
 alex.yau@newtrade.co.uk
 020 7689 3358

Data supplied by



EDFM is a specialist in helping leading suppliers to the UK's independent convenience channel get value, insights and business benefits from EPoS data. To find out how they could help you call 07976 295094

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE ON HIGH STREET IN SMALL CENTRAL SCOTTISH TOWN	RETAILER 2 LARGE C-STORE IN WEST YORKSHIRE INDUSTRIAL TOWN	RETAILER 3 LOCAL STORE IN RESIDENTIAL AREA OF IPSWICH	RETAILER 4 SUBURBAN POST OFFICE AND SHOP IN SOUTH MANCHESTER	RETAILER 5 LARGE SUBURBAN OFF-LICENCE ON NEWCASTLE MAIN ROAD	RETAILER 6 LARGE PO AND C-STORE ON BUSY W LONDON HIGH STREET
£1.08	95p	£1.19	£1.10	99p	99p	£1.20	£1.10
99p	94p	99p	99p	99p	99p	£1.00	£1.10
91p	89p	89p	–	89p	89p	£1.00	95p
65p	65p	79p	59p	60p	60p	70p	65p
69p	60p	–	–	68p	60p	–	–
£1.38	£1.35	£1.49	£1.19	–	£1.40	£1.50	£1.35
£1.02	85p	£1.19	£1.00	85p	–	£1.20	–
£1.16	£1.02	£1.19	£1.10	–	£1.19	£1.20	£1.10
£1.02	99p	99p	99p	99p	99p	£1.00	£1.10
91p	89p	89p	£1.00	89p	89p	£1.00	95p
94p	93p	99p	–	93p	–	£1.00	99p
68p	69p	69p	59p	69p	75p	70p	65p

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Bhavesh Parekh

Kwiksave, Bolton, Lancashire

B&G Food
Products sausages
(£1 to £2.50)



Where did you discover them?

Our local butcher recommended the brand to us, and we have been selling them with exclusive rights in our postal area now for more than seven years.

Although we also sell Spar's own brand sausages the local brand is the most popular.

Who buys them?

People of all age groups buy them and they're mostly bought with bread and eggs for breakfast. I would say women buy them more than men.

We give the sausages one-and-a-half metres of shelf space. We sell six varieties, with pork and leek being the most popular. We sell around 80 packs a week.

Why are they so successful?

The sausages are natural, containing no artificial ingredients, so people are more inclined to buy them.

Also, as more people become concerned about their carbon footprint and the environment, they want to buy local produce.

Raj Kaur

STORE Newhouse Mini-Market
LOCATION Kilbirnie
SIZE 1,800sq ft
TYPE village

TOP TIP

Be aware of local competition and bear their prices in mind when setting yours



We price Volvic Touch of Fruit Lemon & Lime 500ml at 69p, as recommended by Lifestyle Express. We buy our stock from United Wholesale Scotland, and sell one case every three weeks. We think it is better to sell at RRP because we find there isn't as much of a demand for fruit water as there is for plain, so we don't sell a large amount. For us, having a better profit margin is more important than rate of sales, and we earn a 15% to 16% margin on fruit water, which works well for us. Sales always increase when we run promotions, such as two for £1 or £1 for the 1l formats.

Darren Craig

STORE Today's Extra Spencer Road
LOCATION Derry
SIZE 1,000sq ft
TYPE village

TOP TIP

Stick to the RRP to make a good margin, but keep an eye on the prices offered by other stores nearby



Rate of sales depends on price, which is why we stick to the 95p RRP advised by our main wholesaler Savage and Whitten for Volvic's Touch of Fruit Lemon & Lime 500ml. It is running a promotion on this drink at the moment, so we're making a 55% margin. In our water section, 750ml bottles of River Rock are really popular because it is a local brand. Generally, water is an important category for us and accounts for 25% of our chilled food to go display space. As people have increasingly looked for healthier options in recent years the range has grown dramatically.

YOUR NEWS

Register of robberies and responses 'People are closing their businesses down'

NFRN gathers evidence to fight Yorkshire crime

by Ana Baric

RNreporter@newtrade.co.uk

The NFRN's West Yorkshire district has stepped up its campaign against retail crime by recording evidence to present to the regional crime commissioner.

The measure comes following claims of an 'alarming spike' in retail crime nationally and fears that investigations are not being prioritised by police forces.

According to NFRN West Yorkshire district president Jay Banning, retail crime not only in-

creased 30% last year, but increased by another 30% in the past two months.

"People are closing their businesses down because of what is happening," he said.

In the West Yorkshire district, there have been seven recorded robberies in the past two months, according to the group's newly created log of criminal activity.

"The idea is to make a log between districts, so there is hard evidence to take to the police and crime commissioner. We want to say: 'This happened on this day, and

this is what they have done,'" said Kate Brown, West Yorkshire branch secretary and owner of News-2-You in Leeds.

Mr Banning added that while police have recognised the importance of tackling retail crime, budget cuts have prompted forces to admit cases under £200 will not be investigated.

In West Yorkshire alone, police numbers have been cut by more than 1,000 in the past 10 years.

"This ignores the cost of damages to counters, windows and refrigera-

tors that can occur during a robbery and be thousands of pounds," said Mr Banning.

He added: "There is a need for more constables on the streets, better lighting and faster response times to deal with the robberies. It's not the value of what is being stolen, but what is being damaged that is the real problem."

The matter was also escalated to parliament this week, with Mr Banning raising it at the NFRN Westminster parliamentary reception on 20 February (see page 5).

Warning over new card scam

Retailers are being warned of a new scam in which customers manually enter the long card number into the PIN pad when using a fake or stolen card.

An NFRN spokesperson said: "Do not allow any customer to enter the long card number, as they are probably using a fake or stolen card and payment will not go through."

Retailers around Bolton in particular have been affected.

Terry Caton, who runs a Lonsis store in Chesterfield, has been hit by the scam.

He said: "Staff are trained not to look over someone's shoulder when they are inputting their PIN, so this crime can be hard to detect."



Recycling plan offers draft wine on tap

A Manchester retailer has become one of the first independents in his area to sell refillable, draft wine on tap, with plans to extend the initiative to refillable washing-up liquid, detergent and all-purpose cleaner.

Mital Morar, who owns three stores in Manchester, said he is working with supplier Borough Wines to offer white and red wines on tap at his

Ancoats General Store in the city centre.

Customers can buy an empty wine bottle for £2.50 and then fill it up for £6.50 in-store. Once finished, they can come back and refill it.

"It's about offering something different and encouraging people to recycle. We already have loyal customers, so a lot of people will appreciate what we're doing," he said.



Vantage
by Kellogg's

The website designed to make you more
www.kelloggsvantage.com

Newsagent wins HotPicks incentive

Seelan Poopalasingam, the owner of Oldfield Lane Newsagents in Greenford in London, has won Camelot's £20,000 retailer incentive. The incentive encouraged National Lottery retailers to learn more about EuroMillions HotPicks, which had its first game on 26 January. Felpham Corner Shop in Bognor Regis and A&K General Store and Off Licence in Cardiff both won £5,000. There were 23 winners in total, the remainder of which earned £1,000 each.



Parking fees stop shoppers

Almost 70% of shoppers would make visits to the high street if parking was free or less expensive, a survey has revealed.

The research by SME Insurance Services revealed that 66% of customers wanted improved parking while 29% said they would visit more often if prices were lower.

Nearly 37% of the 2,000 respondents to the survey also said they would shop more often in a town centre if they could get everything they needed there.

The survey also revealed the top 10 most annoying habits of consumers. Topping the list was shoppers leaving goods in the wrong place in store, which 40% of retailers voted for.

Community shop owners vow to carry on

The owners of the community-funded Tywardreath Village Shop in Cornwall say they have "no intention of giving up" after a meeting was held to discuss whether funding should continue.

Last week's meeting was organised by local B&B owner Collin Harker, who opposes the shop, which opened two years ago.

"It's like EastEnders crossed with The League of Gentlemen," said Tyward-

reath Village Shop's co-owner Trudy Thompson.

Ms Thompson said the meeting lasted only 15 minutes and saw the community back the store.

"People said, 'Leave it to your supporters to do the

talking for you'. I'm proud of what we have achieved and have no intention of giving up," she said.

Mr Harker was contacted by RN for comment, but had not responded by the time RN went to press.

Switch to glass to fight plastic waste

A Cornish retailer has teamed up with dairy supplier Lillie Brothers to help reduce plastic waste by selling milk in glass bottles.

Alwyn Hopkins, of Spar St Agnes, said that as of last week, his shop started to sell glass milk bottles that can be returned to the store.

"Being a coastal town, plastic waste harming the oceans is a relevant issue, so people are motivated to switch to glass. We sell a pint for 85p and customers can recycle it back to us, although there isn't a levy on the bottle," he said.

He added: "We also still sell plastic bottles, because for larger families, glass bottles aren't practical."

District seeks member feedback

The NFRN's Yorkshire district is to form a committee allowing members outside the council to offer feedback on how it can improve its services.

The committee will be formed in the next three months to ask members who don't regularly attend council meetings about their likes and dislikes concerning the district organisation.

NFRN Yorkshire national councillor Stuart Reddish told RN it will help shape the district's future.

He said: "Forming the new committee is an important step to changing how the federation operates. We'll hold regular forums asking why they don't attend and this will help us adapt."



On pack promotion with flights to be won every hour!

Supported by £2.5M Media Campaign

Stock up now on the No. 1 large sharing brand**

For your FREE Pringles POS Kit

visit www.kelloggsvantage.com

*UK & ROI residents only. 18+. Open 01.02.18 to 16.04.18. To enter, capture a photo of you taking a bite of a Pringle and either share it on Instagram or Twitter with the hashtag #PringlesTakeABite, or post it on the Pringles UK & Ireland Facebook page, between 11:00 and 19:00. 8 x hourly draws between 11:00 and 19:00. ROI only: Tie-break question to win. Bonus draw closes 31.07.18. 601 prizes to be won. Each prize entitles the winner to choose 1 return economy class flight for 1 adult from a major UK/ROI airport to a European airport to a maximum value of £300/300. Travel subject to availability. Date restrictions apply. Max. 1 prize per person. Internet access required. No purchase necessary in NI. Full T&Cs apply and can be found at Pringles.com **IRI 5 y/e 4th November 2017 ©2018 Kellogg Company.

YOUR VIEWS

YOUR LETTERS

■ The government is passing the buck on counterfeit packs

I've written to public health minister Steve Brine several times since November about the discovery of the first counterfeit plain tobacco pack. There was no response to any of my letters when I queried him about what the government is doing to educate and help small retailers about this worrying issue.

Many retailers have already expressed major concerns about being unable to identify counterfeit plain packs and the effect this can have on their business.

Mr Brine finally replied last month after I invited him to meet and discuss the issue on 24 January, but the response was inadequate. I was told the issue is being monitored by HMRC, which will determine whether a different strategy is required to tackle the problem.

He added representatives from the four major tobacco manufacturers and the Tobacco Manufacturers Association often meet to discuss the illicit trade and how to improve the government's countermeasures.



Will Smiths deliver my papers if I stop payment?

Kaymal Sharma

Mr Brine said this is why he cannot meet and talk about the challenges facing independent retailers. The fact he is unwilling to meet, uninterested in the issue faced by many convenience store owners, is disappointing.

Suleman Khonat
TRA national spokesman

■ Will Smiths give me an answer on my voucher credit?

I read in a recent edition of RN about a newsagent having problems with voucher credit. I, too, am having problems with Smiths News.

I queried my balance credit of vouchers (worth more than £320) with Smiths first on 4 February but have still not heard anything.

I wrote to customer service, accounts, management and careline through SNapp and email, but nothing happened. I phoned a number of times and got three different reference numbers for my queries but still nothing happened. I requested a call back a number of times but I've never received this.

Will Smiths deliver my papers if I stop payment? Smiths wants payment by direct debit but can't give us our proper credit.

I have passed my concerns on to the NFRN and hope for more success this way.

Kamal Sharma
Maryvale News,
Birmingham

A spokesman Smiths for said:

"We have rigorous checks and balances regarding voucher credits. We apologise that Mr Sharma has not received an update regarding his voucher credit and our team will contact him directly and inform him on the current stage of his query."

■ Mail Newspapers responds to a letter that appeared in RN on 16 Feb

We have spoken to Mr Pentland directly and appreciate his feedback regarding the offer. Home News Delivery is a convenient and highly valued service to many readers. The purpose of delivermynewspaper.co.uk is to introduce new HND customers to help sustain longer-term sales for both retailers and publishers.

Unfortunately, a few existing HND customers have seen the offer and applied for vouchers despite the individual publisher terms and conditions on the website. The vouchers distributed as part of our retail communication clearly state that the delivermynewspaper.co.uk offer is open to new HND customers only. We appreciate the continued support from our retail partners involved in this initiative.

YOUR SAY WILL YOU BE INCLUDING HIGH-SUGAR DRINKS IN YOUR MEAL DEALS?



Wilson Rea

Nisa Local, Lanark

I've decided that I won't be including any of the higher-sugar drinks which will incur the sugar tax in my meal deal offers. It just doesn't make financial sense – because of the tax, those drinks will now represent lost revenue when they're included in a deal. Unless you're willing to put the price of your meal deals up, I think retailers are better off taking high-sugar drinks out of any offers completely.

Scott Graham

McLeish, Inverurie

We'll absorb the cost of the high-sugar drinks and keep our current meal deal pricing and probably take the hit on margin. The whole idea behind a meal deal is choice – I don't think we

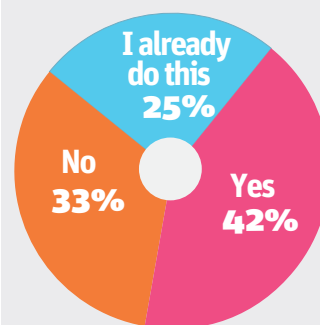
can dictate to shoppers what they should and shouldn't drink. You need to offer consumers a wide variety of drinks. We like to offer a range of drinks with our meal deals, from full sugar to waters and zero sugar drinks.

Jay Patel

Jay's Budgens, Brockley

It's going to be difficult to do two pricing bands for meal deals, so we probably won't change our deal prices. We'll likely keep the more expensive, high sugar drinks available, then slowly phase them out of the meal deals. Anything to avoid making it complicated for customers – they're generally not aware of the sugar tax. I don't think there's been much attempt to educate people about the changes, which makes it harder for retailers.

RN READER POLL



Would you consider a sub-retailing partnership with another store to improve the profitability of your newspapers?

NEXT WEEK'S QUESTION

Do you feel prepared for the soft drinks levy?



Vote now at
betterretailing.com

JOIN US FOR A GREAT EVENING



I would like to remind retailers that the NFRN and ourselves, the news-trade charity NewstrAid, have teamed up to raise money for the NewstrAid benevolent fund with a trade show and curry night to be held next Tuesday, 27 February.

The night will be held at Romford City Pavilion and this enjoyable

evening has an entry fee of £5.

The last time the event was held was in 2015, when more than 500 retailers attended.

Please come along and enjoy a superb curry, fabulous entertainment plus the chance to grab some bargains.

Alex van Straubenzee
Chief executive, NewstrAid

100 YEARS AGO

23 February 1918

RN reported: "The editor of the 'World' has been fined £100 and 10 guineas costs for unlawfully and without lawful authority, publishing information of such a nature as might directly or indirectly be useful to the enemy."

VIEW FROM THE COUNTER with Mike Brown



Hannah Hauxwell, who died recently at the age of 91, is remembered with affection here in Stokesley where she was a regular visitor to Stokesley Agricultural Show. Made famous by the Barry Cockcroft film *Too Long a Winter*, she eventually retired to Cotherstone near Barnard Castle.

We had a static caravan in that area for a number of years when the children were little and I always remember that when you passed the road sign that said 'Welcome to the North Pennines', the temperature fell by five degrees every time.

Mars Wrigley Confectionery's 'Your Perfect Store Programme' contacted me recently by letter to outline their plans for 2018. My previous rep mentioned there was some reorganisation going

on, so I am looking forward to the resumption of regular visits this year.

One thing I will mention is the low margin on the tubs flashed at £2. I recently paid £7.69 for an outer, making 23%, but I have seen the margin as low as 21% in other cash & carries, which is derisory for a confectionery product.

Unfortunately, Middlesbrough Ladies were knocked out of the FA Cup 4th round by Aston Villa 4-0. They will now have to concentrate on promotion to the Super League for next season.

I was delivering out in the sticks last Saturday and one of my customers took me out for a spin in her new Tesla electric car. Wow, it was like taking off in a rocket from Cape Canaveral. Unbelievably quick, but at £130,000, my order is on hold.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us [facebook.com/ThisisRN](https://www.facebook.com/ThisisRN) and [@ThisisRN](https://twitter.com/ThisisRN)



Great display of Easter eggs at Spar Little Lever. Come on in and have a look.

Janet Atherton
[@janetatherton50](https://twitter.com/janetatherton50)



Who you gonna call.. #Retailwin

RetailFail
[@_Retailfail](https://twitter.com/_Retailfail)

Graeme Cooper, Today's: There's been a lot of talk of data and reducing the time taken at the till, but it's important to remember that customer service is still the number one priority #techshowcase

ACS
[@ACS_LocalShops](https://twitter.com/ACS_LocalShops)

Huge congratulations to our off-licence manager, Eddie McKee who has successfully completed the prestigious WSET Level 3 Award in Wines with distinction. Eddie is here to assist and can advise on wines to complement a range of food delights.

Milestone Nisa Extra
[@MilestoneRath](https://twitter.com/MilestoneRath)



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AMAZON GO



What you can learn from the store of the future

How might an American concept store transform the future of your business?

Louise Banham toured the new Amazon Go store to find out

Amazon's move into convenience over the past year has been easy to ignore in the UK. In the US, however, it has been dramatic.

It has bought premium supermarket chain Whole Foods and restructured its grocery business Amazon Fresh to include an Uber-style 'kerbside pick-up' service and home delivery.

Then, on 22 January, it launched its most eye-catching innovation yet: a checkout-free, grab-and-go grocery store concept, Amazon Go.

Amazon Go – a concept store in Seattle – opened to the general public after a year-long trial with its employees. Shoppers can walk in, bag the products they want and leave without ever passing a checkout.

RN joined Steve O'Neill, group marketing director at PayPoint, Harris Aslam of Eros Retail in Fife, and Spar retailer Raj Aggarwal on a tour of the new business. What did they learn about the UK market from this innovative store?

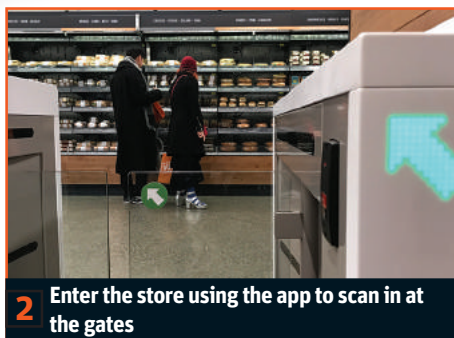
LESSON 1 Good use of technology can free your staff to give better service

"The technology might be seen as a way of cutting costs, but I don't think it is here," says Harris Aslam. While Amazon Go is incredibly high-tech and has removed the need for checkouts, it doesn't scrimp on staffing. It has a huge number of staff members (or 'associates' as Amazon calls them), who are always on hand to explain how the shop works, assist with enquiries and give information on products.

AMAZON GO: A SHOPPER'S GUIDE



1 Download the Amazon Go app



2 Enter the store using the app to scan in at the gates



3 Pick up what you want to buy

An RN study tour in association with



The alcohol section in the shop is permanently manned by a member of staff to ensure customer IDs are checked

THE CONCEPT

Amazon Go is designed to make convenience store shopping as quick and convenient as possible. Hundreds of cameras are placed around the shop and line the ceiling, while sensors built into the shelves watch each customer's every move, what they've picked up and what they've put back. As soon as a customer has chosen what they want, they simply walk out through automated gates.

The system, which Amazon has named 'Just Walk Out' technology, also informs staff members what needs restocking and when an item has been put back in the wrong place.

"Technology is a way of freeing up time. If someone wants to have a chat, they can, but if someone wants to get in and out, they don't need anyone to serve them," Harris says.

This is a point Steve O'Neill agrees with. "They're using technology to

The shop includes a typical convenience store range, including fresh and chilled food, soft drinks, alcohol, frozen food, groceries and a very small non-food section.

It is separated into two main sections: eat now, including breakfast and lunch-to-go items; and eat later, with a tempting range of meal kits that are also available through Amazon Fresh. An alcohol section at the back of the shop is staffed at all times so they can check shoppers' ID.

There is no hot food available, but there is a seating area to one side of the exit gates with a bank of microwaves for shoppers to warm up their purchases.

free up staff so they can focus on what they do best, which is interacting and engaging with their customers."

And, he says, retailers in the UK can already capitalise on this strategy: "If you've got EPoS, use it to better understand your customers and

INFORMATION

Opened

22 January 2018

Size

1,800sq ft

Hours

7am-9pm Monday-Friday

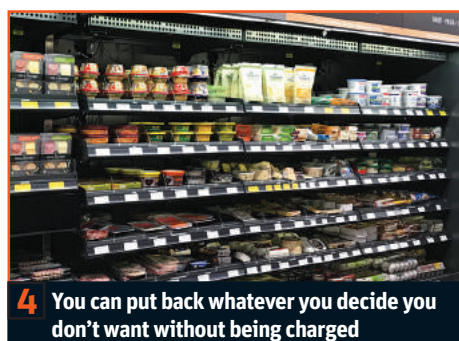
Capacity

97 people (in line with fire regulations)

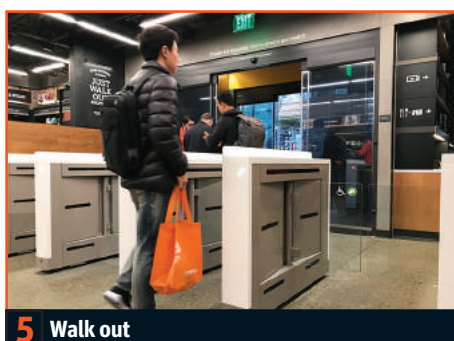
optimise what you're doing. If you haven't got EPoS you should get it, because it will improve and speed up your processes."

At Amazon Go, each in-store associate is well-trained to talk about the concept, the store and its products. "I love that the staff were so knowledgeable and welcoming. Nothing was a problem for them," says Raj Aggarwal. "They've got plenty of staff who all understand that there are loads of new customers. If someone has a question, you need to give them the time of day."

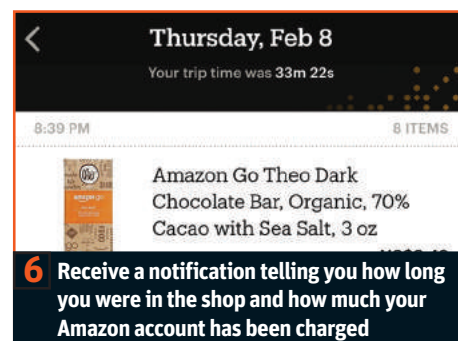
Mr O'Neill says retailers who don't already have an integrated payments system should consider it, as a first step, to reduce transaction times. "It's not about putting artificial intelligence or deep learning into your store - there are things available right now, like mobile apps, that you can implement in your business to give you time back and help you start to make differences in your store. It means you can focus more on growing your business."



4 You can put back whatever you decide you don't want without being charged



5 Walk out



6 Receive a notification telling you how long you were in the shop and how much your Amazon account has been charged

AMAZON GO



Amazon Go offers freshly-prepared evening meal kits that shoppers can make in 30 minutes

LESSON 2 Don't rest on your laurels with local produce

Independent retailers are focusing more on providing customers with locally-sourced produce, but it's not something unique to them anymore. Multiples employ local people, just like independents, and now stock more local products.

"Multiples are getting involved in local – probably much better than your average independent store in the UK," says Harris. "So does your range really help you stand out and where does your point of difference come in?"

Amazon Go is another big player doing local fantastically, with fresh and ambient products throughout the shop.

Harris believes the challenge now is to use independents' knowledge and flexibility to remain one step ahead of bigger stores. "We've got a window of opportunity. We need to look at our businesses and ask ourselves how we can get local aspects quicker and faster than the multiples," he says.

LESSON 3 Use technology to be more convenient

"Amazon Go has to be one of the most convenient retail stores I've seen," Harris says. "You're served within 40 seconds – that's convenient."

While there are major challenges to convenience stores in trying to implement something like Amazon's Just Walk Out technology, there are areas that can be focused on to get people in and out of the store quickly.

Raj Aggarwal believes it is about using data and responding to it where possible. "Understand your most pressured times of the day and work out how to ease the pressure, such as opening more tills if you have them and using technol-



Don't keep people waiting – they haven't got time

ogy and training staff to serve people quicker," he says. "Don't keep people waiting – they haven't got time. But manage it and communicate it properly."

Harris Aslam recommends using portable tills that can be brought out during busy times. "In some of our stores we don't have the space for self-checkouts, but you may be able to roll them out, so people can come in, pay by card and leave," he says, adding: "You can't wait around for an Amazon Go store to open up next to you. You need to deliver convenience as well as you can, but as quickly as you can. You can't play catch up."



At the front of the store, Amazon Go employees preparing fresh sandwiches and salads are clearly visible

An RN study tour in association with



There is no hot food available to buy, but a seating area with several microwaves just outside the exit gates



LESSON 4 Fresh can still be taken to another level

As soon as customers walk up to Amazon Go they see a production line of staff through the windows, freshly preparing the sandwiches and salads that can be bought in store. It immediately gives shoppers confidence that what they're going to buy is fresh and high quality.

"Fresh is so important for making a great first and lasting impression," says Mr O'Neill. "From the products they had on display to the fresh preparation visible in the window and the meal kits they stocked, the ways in which they are making fresh the hero leaves an overwhelmingly good impression," he says.

The theatre created by the open windows and visible kitchen staff is a big draw, says Harris. "You know it's fresh – there's no marketing required. You know it's prepared then and there on site."

As is increasingly available in supermarkets such as Tesco, Amazon Go has a section for evening meal kits – boxes filled with all the fresh ingredients needed to make a meal in 30 minutes. Unlike Tesco, however, Amazon Go changes the selection of meals available every few days to keep the fixture exciting and ensure any unsold kits aren't left for too long.

"With the evening meals, lunch and breakfast fixtures, they've captured the key eating times of the day with a good range," says Raj.

LESSON 5 Showing customers your personality will strengthen your brand

From the moment you walk in, Amazon Go's personality shines through – and it's a million miles away from the business-like functionality of Amazon.com.

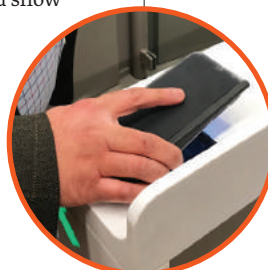
Posters adorn the walls promoting how quickly customers can shop, there are colour-coded product recommendations on the top of fixtures. In the handful of cases where they have run out of stock, quirky 'so good it's gone' signs sit on the shelves where the products should be.

There's even a cheeky 'Thanks for shopping. You're good to go (really)!' notice above the door as your exit.

"There's a great tone of voice and consistency of brand throughout the store. It's nothing new, but the execution of it is very good," says Mr O'Neill.

The knowledge instilled in Amazon Go staff also comes through in the store's messaging, with serving suggestions on shelves and a 'wine styles' chart on the wall of the alcohol section, guiding customers on which food they should pair different wines with.

"Independents should show a bit of their personality," adds Mr O'Neill. "Whether that's through your people, branding or messaging, showing your personality can make a difference." ●



THE VERDICT

Steve O'Neill

group marketing director, PayPoint



It's really slick concept and an interesting use of technology that fuels the customer experience. They're using technology to do some of the slightly mundane tasks, such as replenishment and manning checkouts, so staff can focus on customer service. It's about how technology works with people to create a better experience. Their range is also really interesting – there is a good mix of Amazon own brand products, branded lines and local products.

Harris Aslam

Eros Retail, Fife



There are small things that we can take away from this concept store, such as the open kitchen format. How can we take that and replicate it in the UK? We may not be able to implement just Walk Out shopping tomorrow, but there are different aspects we can take. What they've achieved very well is changing the team to a customer-facing proposition. We can't allow ourselves to be complacent.

Raj Aggarwal

Spar Wigston and Sheffield



It's technology at its best. You walk in, do your shopping and walk straight back out, but all the staff are there to help you. In time, when technology evolves, we will be able to do something with this technology. Although convenience store owners say we do customer service best, this concept store takes it to another level. If I can just put a little more effort into improving our customer service it will make a big difference.

For more pictures, go to betterretailing.com/amazon-go-store

Which magazines should you focus on if you stock a basic range? And which titles offer the best profit opportunities if you choose to specialise? **Neville Rhodes** analyses the latest sales data from the Audit Bureau of Circulations to find out

[illegible]

The only other women's weekly to report an increase was Love It!, up 3.3% after several years of heavy losses.

Specialist magazines

Three sectors to focus on if you stock a wider range

Current affairs

The majority of current affairs magazine sales are through subscriptions, but high cover prices of the weekly titles provide good revenue opportunities for specialist retailers. The Economist, for example, priced at £5.99, generated annual RSV of almost £5m from weekly newstrade sales of fewer than 16,000 copies last year.

The category's pillar brand, Private Eye, provided similar revenue from fortnightly newstrade sales averaging more than 93,000 copies.

The New Scientist's 19,000 newsstand sales at £4.99 also yield around £5m a year, while smaller weeklies such as the Spectator, New Statesman, Time and others can help to build a profitable category – as well as creating a significant point of difference.

Gardening

Gardening magazines usually pick up in the spring, and this year they start from a healthy position, with several increasing their newstrade sales during 2017.

The biggest and best-known title, BBC Gardeners' World, grew its newstrade sales by 16% to more than 46,000 copies a month, and at a £4.75 cover price generated around £2.6m in annual RSV.

Garden News, now the category's only ABC-certified weekly, was also in growth, adding 4.4% to its newsstand sales for a weekly average of 21,000 copies.

There were increases also for Garden Answers (6.6%) and the English Garden (1.1%).

Traditionally, March and April are the main months for publishers' promotions within the category, and in-store support in rural and suburban areas should bring extra sales.

Countryside

Interest in the countryside is probably greater than ever been before, as overall circulations of magazines covering the subject demonstrate.

The majority of the category's sales are on subscription, but there are around 10 titles from leading UK publishers with significant newsstand sales.

Bauer has Country Walking, Bird Watching and Trail; Time Inc UK has



Country Life and The Field; and Immediate Media has BBC Countryfile and BBC Wildlife.

The nine monthlies have combined newsstand sales of around 60,000 copies a month at average cover prices of more than £4, Country Life has weekly newstrade sales of 15,000 copies at £3.50. ●

tes On sale every Friday



Two copies sold to your local school = £100 profit a year

Essential weekly intelligence for the education professional

MAGAZINES

Despite many magazines continuing to suffer falling circulations, best-selling titles generate millions of pounds for independent retailers every week. Use these latest figures to get to grips with today's market and choose the best range for your store

Newsstand essentials

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
CHILDREN & TEEN				
Peppa Pig Bag-o-Fun	75,039	-4.58%	£5.2	■
Disney Frozen	61,021	-25.59%	£3.9	■
Disney Star Wars Lego	60,008	-17.81%	£2.9	■
Fun to Learn - Peppa Pig	56,094	-7.54%	£4.4	■
Lego Nexo Knights	54,350	2.28%	£2.4	■
CBeebies Magazine	53,619	-4.45%	£3.2	■
CBeebies Art	51,378	-13.21%	£2.2	■
Top of the Pops	48,936	-2.13%	£2.7	■
Fun to Learn - Friends	44,694	5.35%	£4.3	■
Pokemon	44,186	-	£1.6	■
Lego Special Series	44,071	-	£1.7	■
Paw Patrol	44,006	-10.24%	£3.5	■
Lego Friends	43,877	14.14%	£2.1	■
CBeebies Special	43,778	-10.75%	£2.4	■
PJ Masks	39,911	-	£1.2	■
Andy's Amazing Adventures	39,549	15.69%	£1.4	■
Girl Talk	38,380	-4.26%	£3.0	■
Disney's Princess	37,926	4.61%	£3.3	■
Sparkle World	37,691	0.27%	£2.7	■
Go Girl	35,539	3.81%	£1.7	■
Fun to Learn - Favourites	35,138	3.18%	£2.0	■
Toxic	34,748	-28.26%	£2.5	■
Thomas & Friends	33,985	-15.10%	£2.2	■
Mega	31,489	-3.15%	£1.2	■
Shout	30,509	-10.22%	£1.7	■
Go Jetters	29,794	2.13%	£1.2	■
Toybox	28,905	0.03%	£1.6	■
Octonauts	26,767	-19.81%	£1.1	■
Girl Talk Art	26,072	-19.70%	£1.0	■
Mr Tumble Something Special	25,486	-17.33%	£1.4	■
Swashbuckle	25,050	-25.34%	£0.9	■
Jacqueline Wilson	24,871	-15.85%	£1.6	■
Ultimate Spider-man	24,669	-10.20%	£1.6	■
110% Gaming	23,398	6.61%	£1.2	■
Sweet	22,826	-	£1.0	■
Animals and You	21,975	-18.97%	£1.3	■
WWE Kids	18,476	-15.30%	£1.2	■
The Beano	16,580	-0.16%	£2.1	■
Epic!	13,764	9.22%	£0.8	■
Hey Duggee	12,002	-50.53%	£0.4	■
Doctor Who Magazine	10,355	-0.74%	£0.7	■
First News	5,167	-13.44%	£0.5	■
COMPUTING				
Computeractive	30,815	-8.38%	£1.7	■
Web User	18,733	-4.08%	£1.1	■
Playstation Official	16,100	-12.65%	£1.3	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Official Xbox 360 Magazine	11,515	-26.39%	£0.7	■
PC Gamer	5,838	-15.93%	£0.5	■
HEALTH, FITNESS & PARENTING				
Slimming World Magazine	559,445	-2.52%	*£7.3	■
WeightWatchers Magazine	83,747	-4.56%	*£2.3	■
Women's Health	62,905	-17.77%	£3.0	■
Mother & Baby	6,576	-23.22%	£0.3	■
Health & Fitness	5,422	-26.59%	£0.2	■
HOME INTEREST				
Your Home	92,888	7.09%	£1.8	■
Ideal Home	92,829	-7.86%	*£3.8	■
BBC Good Food	74,169	-1.92%	£4.0	■
Country Living	63,893	-4.52%	£3.3	■
Ideal Homes Complete Guide to Xmas	58,041	9.22%	£0.3	■
Style at Home	57,711	-5.63%	£1.4	■
HomeStyle	50,192	11.76%	£0.8	■
House Beautiful	47,448	-15.23%	£1.9	■
BBC Gardeners' World	46,402	16.01%	£2.6	■
25 Beautiful Homes	41,828	-13.49%	£2.2	■
Homes & Gardens	40,030	-15.41%	*£1.8	■
Country Homes & Interiors	38,470	-8.28%	£2.0	■
Good Homes Ultimate Christmas	36,933	8.63%	£0.2	■
Living etc	35,216	-12.41%	£1.9	■
Delicious	29,544	0.11%	£1.5	■
House & Garden	26,275	-3.72%	£1.4	■
Modern Gardens	25,544	-2.37%	£1.2	■
BBC Home Cooking Series	24,386	11.61%	£0.8	■
Elle Decoration	23,085	-9.82%	£1.2	■
Garden News	21,027	4.37%	£2.2	■
Healthy Food Guide	19,734	-18.07%	£0.9	■
BBC Easy Cook	19,584	-4.09%	£0.5	■
Landscape	19,396	-17.08%	£0.7	■
Real Homes	16,545	-	£0.8	■
Good Homes	16,225	-13.17%	£0.6	■
Period Living	15,575	-	£0.8	■
The English Home	13,286	7.34%	£0.7	■
Homes & Antiques	12,248	-19.67%	£0.7	■
Garden Answers	11,731	6.64%	£0.6	■
Olive	10,439	-10.43%	£0.6	■
The English Garden	9,134	1.40%	£0.5	■
Homebuilding & Renovating	8,556	-	£0.5	■
World Of Interiors	8,058	-8.20%	£0.5	■
Grand Designs	5,465	-21.34%	£0.3	■
Gardens Illustrated	5,410	-13.92%	£0.3	■

If you have...



...a core range of bestsellers

Benchmark your range against the titles in grey. These are the top 100 sellers on the newsstand.



...a more extensive range

Check you have the titles in blue in addition to the top 100.

KEY

Top 100 titles
Newsstand circulations of 5,000 copies or over

* adjusted to reflect significant use of multipacking/price promotions

Source ABC July 2017-December 2017 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
LEISURE				
Flypast	19,405	-0.71%	£1.1	■
Hornby Magazine	17,976	-5.19%	£1.0	■
Railway Magazine	15,976	-6.34%	£0.8	■
The Sunday Times Travel Magazine	13,929	-13.73%	£0.7	■
Steam Railway	13,604	-2.76%	£0.8	■
Country Life	13,465	-5.87%	£2.4	■
Horse & Hound	11,384	-14.67%	£1.7	■
Condé Nast Traveller	11,315	-3.36%	£0.5	■
Model Rail	11,099	-8.39%	£0.6	■
Rail	10,892	-5.63%	£1.1	■
Practical Photography	10,772	71.47%	£0.8	■
Digital Camera Magazine	10,543	-11.36%	£0.7	■
Airliner World	10,523	-3.36%	£0.6	■
Aeroplane Monthly	8,979	-2.61%	£0.5	■
Country Walking	8,543	1.98%	£0.5	■
Trail	8,179	-11.65%	£0.5	■
Lonely Planet Traveller	7,333	-9.98%	£0.4	■
Amateur Photographer	7,299	-4.51%	£1.1	■
Practical Caravan	7,156	-16.40%	£0.4	■
BBC Countryfile Magazine	6,889	-4.53%	£0.4	■
Buses Magazine	6,703	-5.79%	£0.4	■
Family Traveller	6,685	-	£0.1	■
Airfix Model World	6,671	4.25%	£0.4	■
BBC Wildlife	6,067	-6.98%	£0.3	■
Photo Plus	5,808	-8.14%	£0.4	■
Practical Motorhome	5,578	-9.35%	£0.3	■
N Photo	5,429	-18.29%	£0.4	■

MEN'S LIFESTYLE				
Men's Health	55,359	-19.68%	£2.7	■
GQ	37,412	-3.12%	£1.8	■
Viz Comic	28,725	-5.61%	£1.0	■
Stuff	14,200	-12.45%	£0.9	■
BBC Focus	11,699	-14.17%	£0.8	■
Men's Fitness	9,744	-27.70%	£0.5	■
Esquire	9,726	-23.33%	£0.2	■
Wired	9,139	-4.86%	£0.4	■
T3	6,528	-15.24%	£0.4	■

MISCELLANEOUS				
Private Eye	93,765	-10.77%	£4.9	■
National Geographic Magazine	19,225	6.27%	£1.4	■
BBC History Magazine	17,846	-0.36%	£1.2	■
The Economist	15,665	-10.26%	£4.9	■
Weekly News	13,846	-16.07%	£0.9	■
Monocle	9,162	-6.23%	£0.4	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Scots Magazine	8,977	5.91%	£0.4	■
The Spectator	8,503	-13.07%	£1.7	■
Jewish Chronicle	8,328	-16.07%	£1.1	■
The Week	7,504	-5.87%	£1.3	■
The Oldie	6,408	-6.08%	£0.3	■
Dalesman	6,291	-17.66%	£0.2	■
New Statesman	5,996	-0.08%	£1.3	■
Scottish Field	5,925	-8.56%	£0.3	■
Britain at War	5,070	-5.48%	£0.3	■

MOTORING				
Motor Cycle News	43,087	-12.63%	£5.3	■
What Car?	35,878	-7.64%	£2.8	■
BBC Top Gear Magazine	30,501	-22.37%	£1.8	■
Classic & Sports Car	22,098	-9.62%	£1.4	■
Practical Classics & Car Restorer	21,465	-10.37%	£1.2	■
Classic Car Weekly	19,231	-0.29%	£2.6	■
Classic Bike	16,782	-1.77%	£0.8	■
Ride	16,522	-10.53%	£0.9	■
Auto Express	15,285	-13.15%	£2.5	■
Bike	14,954	-12.19%	£0.8	■
Car	14,528	-3.36%	£0.8	■
Classic Cars	14,233	-4.35%	£0.8	■
Autocar	13,027	-6.15%	£2.5	■
Land Rover Owner International	12,937	-12.13%	£0.8	■
Practical Sportsbikes	10,959	0.50%	£0.6	■
Evo	9,298	-20.92%	£0.6	■
Octane	8,665	-9.66%	£0.6	■
Performance Bikes	7,221	-2.39%	£0.4	■
Land Rover Monthly	6,579	-34.51%	£0.8	■
F1 Racing	6,489	-12.98%	£0.4	■
Motor Sport	5,783	-12.13%	£0.3	■
Autosport	5,188	-11.15%	£1.0	■

MUSIC & FILM				
Empire	43,324	-20.25%	£2.6	■
Mojo	20,485	-9.25%	£1.3	■
Total Film	18,963	-16.34%	£1.2	■
Classic Rock	15,080	-18.55%	£1.1	■
Q	15,052	-8.93%	£0.9	■
Uncut	13,942	-9.30%	£0.9	■
What Hi-Fi Sound & Vision	10,056	-17.02%	£0.7	■
Metal Hammer	7,712	-19.35%	£0.5	■
SFX	7,363	-12.59%	£0.5	■

SPORT				
Match of the Day	23,615	-5.55%	£2.6	■



MAGAZINES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Four Four Two	22,037	-27.17%	£1.3	■
Angling Times	20,065	-4.15%	£2.0	■
Runner's World	18,331	-15.78%	£1.0	■
Today's Golfer	16,322	-7.86%	£1.0	■
Cycling Plus	15,923	-15.61%	£1.2	■
Improve Your Coarse Fishing	12,998	-5.57%	£0.6	■
Sea Angler	12,321	-10.54%	£0.6	■
Mountain Biking UK	11,947	-16.64%	£0.9	■
Cycling Weekly	10,607	-16.36%	£1.6	■
Cyclist	9,628	-0.96%	£0.7	■
Golf Monthly	9,136	-17.42%	£0.5	■
Trout & Salmon	9,034	-3.82%	£0.4	■
Golf World	8,877	-0.20%	£0.5	■
Rugby World	7,463	-2.28%	£0.4	■
Trout Fisherman	7,117	-2.08%	£0.3	■
Shooting Times & Country Magazine	6,781	-16.15%	£0.9	■
The Field	6,121	-6.09%	£0.4	■
Mountain Bike Rider	6,090	-16.87%	£0.4	■

TV LISTINGS

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
TV Choice	1,188,558	-2.51%	£32.7	■
What's on TV	893,300	-5.17%	£30.2	■
Radio Times	359,789	-12.55%	£52.4	■
TV Times	163,734	-10.91%	£15.3	■
Inside Soap	89,681	-8.70%	£7.8	■
Total TV Guide	87,991	-4.90%	£6.4	■
TV & Satellite Week	81,139	-11.83%	£9.5	■
Soaplife	41,063	9.23%	£2.0	■

WOMEN'S MONTHLIES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Cosmopolitan	261,061	-5.26%	£3.1	■
Take a Break Series	207,792	25.57%	£4.7	■
Good Housekeeping	175,898	-1.96%	*£8.2	■
Yours	167,618	-7.62%	£6.8	■
Woman & Home	152,252	-18.48%	£8.0	■
Prima	108,667	-7.01%	£4.2	■
Vogue	79,364	-3.67%	£3.8	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Hello! Fashion Monthly	75,197	7.98%	£0.6	■
Red	74,860	-12.57%	£3.9	■
Marie Claire	63,113	-29.52%	*£2.4	■
Elle	55,486	-16.46%	*£2.2	■
Spirit & Destiny	25,395	-8.61%	£1.2	■
Condé Nast Brides	22,761	-18.83%	£0.7	■
Harper's Bazaar	22,731	-0.99%	£1.3	■
Tatler	17,961	-17.87%	£1.0	■
Vanity Fair	15,208	-16.79%	£0.9	■
You & Your Wedding	13,155	-20.52%	£0.6	■
No1 Magazine	10,440	-13.25%	£0.3	■

WOMEN'S WEEKLIES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Take a Break	490,457	-8.43%	£23.5	■
Woman's Weekly	218,373	-8.62%	£11.5	■
Chat	213,877	-10.28%	£9.9	■
That's Life	201,098	-6.60%	£7.6	■
Closer	168,438	-20.33%	£15.2	■
New!	165,158	-17.52%	*£10.0	■
Bella	162,657	-1.13%	£7.8	■
Woman	162,191	-20.13%	*£9.7	■
Hello!	160,564	6.17%	£16.1	■
Woman's Own	148,754	-16.80%	*£7.8	■
OK! Magazine	141,332	-13.11%	*£10.7	■
The People's Friend	132,363	-9.66%	£8.6	■
Best	122,001	-10.31%	£5.9	■
Real People	117,077	-13.57%	£3.8	■
Pick Me Up	115,999	-11.44%	£3.8	■
Star	100,233	-16.25%	*£4.5	■
Heat	98,068	-14.82%	*£7.6	■
Reveal	89,976	-16.68%	*£4.4	■
Love It!	84,296	3.39%	£2.8	■
My Weekly	80,650	-7.12%	£4.8	■
Now	74,618	-25.22%	*£5.5	■
Grazia	64,646	-22.51%	*£7.7	■
Look	49,850	-32.07%	*£4.2	■
The Lady	8,983	-11.63%	£1.4	■

THE ABCS IN NUMBERS

£692m
the market value of ABC
titles sold through the
newstrade last year

16.3%
share of newstrade
magazine sales held
by children's titles

£1.64
the average cover price
of ABC titles sold through
the newstrade

5.1%
digital's share of combined
total ABC sales, up from
3.8% in 2016

50.1%
the proportion of sales of
monthly titles sold through
the newstrade last year. The
corresponding figure for
weeklies was **67.6%**

COLUMNIST



Neville Rhodes

Action on crime is long overdue

While trade bodies fight for politicians to introduce effective anti-crime measures, retailers must take steps to put preventative measures in place

At a parliamentary reception for the NFRN in the House of Commons last week one of the burning issues was retail crime, particularly measures to combat abuse and violence against shop workers.

Retailers have been calling for policies to combat retail crime for years, and it is now right at the top of the NFRN's political agenda. "It's a subject the government must tackle once and for all," says NFRN national president Linda Sood.

The urgency is underlined not only by the number of attacks on shop workers that make national headlines, but also by survey findings that abuse and violence against retailers are on the increase.

Last year's BRC Retail Crime Survey, covering mainly multiple retailers, showed violence against retailers had increased by 40% on the previous year. The Association of Convenience Stores' annual crime

report for 2017 puts the number of violent incidents against c-store owners and their staff during the previous 12 months at 9,400.

Against this background, I'm sure the MPs and lords attending the NFRN reception will have listened sympathetically to the retailers, promised to pass on their concerns to the minister, urged them to keep in touch with their local police and to raise any matters that bother them with their police and crime commissioner.

But I doubt if the politicians will produce the kind of legislation the NFRN is looking for, so it will be left to the police, and while they can be expected to respond quickly to acts of physical violence against people, most other forms of retail crime will not be high on their list of priorities.

Retailers, if they haven't already, need to come to terms with this, by assessing the risks of crime against their shops and putting preventative



Retailers have been calling for policies to combat retail crime for years and it is now at the top of the NFRN's political agenda

measures in place.

A convenience store and post office in a London suburb I visit regularly has had several front-window night-time break-ins, including two in the past six months, but it has no shutters. Why not? If the local planning authority won't allow them, surely an internal security grill is essential?

Customer theft from c-stores cost the sector's retailers £131m last year, according to the ACS, yet in thousands of small shops the way the fixtures are positioned means that staff behind the counter cannot see what some customers are doing. Rearranging the layout could help to reduce theft.

Single-staffing of stores is another hazard: it not only exacerbates the risk of customer theft, but also leaves the staff member vulnerable. A sales assistant on her own in the late evening told me she had been terrified by a group of three young men hanging around outside her store and behaving suspiciously. In panic, she went to the door and, using her mobile, took photos of them; her plan worked because as soon as her camera flashed they ran off. Good or bad idea?

Her story confirmed my belief that the minimum number of people – owners and/or staff – on duty in a c-store at any time should be two.

Visible security measures, well-designed fixture layout and adequate staffing won't make a store crime-free, but they should reduce the risk of retail crime in your store – even if politicians don't know how to and the police are too busy.

Neville Rhodes is a freelance journalist and former retailer

★ Mirror move is a bad one

+ I'm a small shareholder in Trinity Mirror and I'm unhappy about the company's acquisition of Express Newspapers, not for financial reasons, but because of the blow to media plurality. Commentators used to worry about Rupert Murdoch's media power with the Sun, The Times and their Sunday stablemates, along with Sky News. Admittedly, Murdoch's titles are more influential, but Trinity Mirror will have the Daily Mirror, the Daily Record, the Daily Express, the Daily Star, their Sunday editions plus the People and the Sunday Mail, as well as the only regional dailies in Manchester, Birmingham, Newcastle, Liverpool, Cardiff and several other cities. When I read that one of the company's planned cost-saving measures is to share football match reporters, I wonder if there is any ambition for the future of the titles other than to manage decline.

FOOD TO GO

Profits all day long

Food to go is helping retailers offset declining sales in categories such as tobacco, but it has its own challenges. Two retailers tell **Alex Yau** how the category works in their stores from open to close



Anish Panchmatia
Spar Wyldre Green,
Sutton Coldfield



Anish introduced food to go to his 3,000sq ft store six months ago and sells £1,000 of stock per week. The success has given him the confidence to take on an upcoming evening meal offering, even with competition from nearby pubs and fast food chains.

HOW I MANAGE BREAKFAST

My range includes breakfast baps, coffee, bacon, cheese turnovers and sausage rolls. We're nearby a train station and these products work because commuters can have them while travelling to work.

We're open 24/7. Trained chefs come in at 4am every morning. The fact the products are store-made saves costs and prevents wastage. It also ensures our products are as fresh as possible when breakfast starts at 6am.

HOW I MANAGE LUNCH

Our products are supplied by Country Choice. We have sausage rolls, pasties and potato rostitis from £1.49. They are placed nearby the entrance so the smell attracts customers.

The food to go counter must stay full, even if slow lines aren't selling. A bare display can put customers off. I'd rather have a full shelf washed rather than one which has a single pasty. We can replace slow sellers the day after.

HOW I MANAGE DINNER

There are restaurants and takeaways nearby, and I'll never be able to compete head on as I don't have a sit-down area. I'm aiming to offer different products with on-trend street food-themed stalls serving international cuisine. There will be 300sq ft dedicated to these stalls.

Each stall will have trained chefs who can cook foods from around the world. A changing menu each week will stop my range becoming stale. They'll have full control over staff and menus, and this independence will help me maintain my margins.

Top Tip

High street chains like McDonald's provide tough competition, but making customers aware you have local products can give you the edge.

Top Tip

A food to go counter by the entrance can prompt customers to buy what's on offer as they leave.

Top Tip

Snacks and drinks near the till can encourage impulse buying when commuters are queuing each morning.



Freshly-made snacks help attract customers throughout the day

SUPPLIER ADVICE: PROMOTE DRINKS AND FOOD TOGETHER AT BREAKFAST

Paul Whitely

head of marketing at
Aryzta Food Solutions



Many people skip traditional breakfasts at home, and with the continued rise of coffee, there's a key opportunity for retailers to link coffee with a croissant or pain au chocolat.

Anish Parekh

Londis Broadoak and Post Office, Ashton-Under-Lyne



Anish's 1,000sq ft store is on the outskirts of Manchester city centre, making it an ideal food to go destination for commuters. The challenge Anish is trying to overcome is how to make a food to go solution work at night.

HOW I MANAGE BREAKFAST

I don't focus as much on fresh food to go in the mornings because ambient products perform better. There are four shelves below the counter promoting cereals, porridge pots and breakfast bars.

Our customers are in a rush and they like to eat breakfast in the office. I focus on £1 pricemarks because they create the idea of value and shoppers can pick them up immediately without spending ages working out how much they're spending.

HOW I MANAGE LUNCH

Lunch is when I start offering fresh food to go. Sandwiches and wraps from local suppliers are delivered each day and prices range from £3.49 to £3.99. I sell more than 90 sandwiches and wraps every lunchtime, making food to go essential at this period.

Margins are 35% because of how I manage wastage. I keep a log of when items are placed in the shop. The log is checked every day to ensure sandwiches are as fresh as possible. We dispose of them after they've been in the store for three days. Shoppers are put off if the food has been on the floor for more than a few days.

HOW I MANAGE DINNER

Fresh food to go hasn't really been as big a seller in the store in the evening compared to lunch. It might be because we close at 8pm or that customers want a proper sit-down meal.

We focus on evening ready meals, particularly Booker's Discover The Choice range. Indian and Italian options are particularly popular because of their value. They are on promotion at two for £5. One solution we've been looking at the help us stand out is locally supplied ready meals with a longer shelf life than traditional food to go products.



One solution we've been looking at to help us stand out is locally supplied ready meals

SUPPLIER ADVICE: SCATTER PRODUCTS AROUND THE STORE

Amy Burgess

trade communications manager, Coca-Cola European Partners



Retailers could benefit from placing products in other areas, such as close to the entrance of the store, aisle ends or adjacent to the till queuing lane to help attract attention and encourage purchase.

Top Tip

Increase sales of porridge pots by offering customers the facilities to prepare them in the store.

Top Tip

Always keep a varied price range as some customers will want more affordable options, while others won't mind spending more.



Anish wants to gain a reputation for stocking locally sourced ready meals

THE NEWEST AND MOST POPULAR SELLERS FROM MAJOR SUPPLIERS

Grabits Chicken Stick

This snack fits into the trend for international food and has been designed for hot food counters.



Weetabix on the go

Weetabix is targeting health-conscious shoppers with its breakfast drink, promising high protein and fibre in a bottle.



Rustlers Gourmet Burger

Kepak Convenience Foods advises retailers to place its Gourmet Burger near drinks and snacks to encourage higher basket spend.

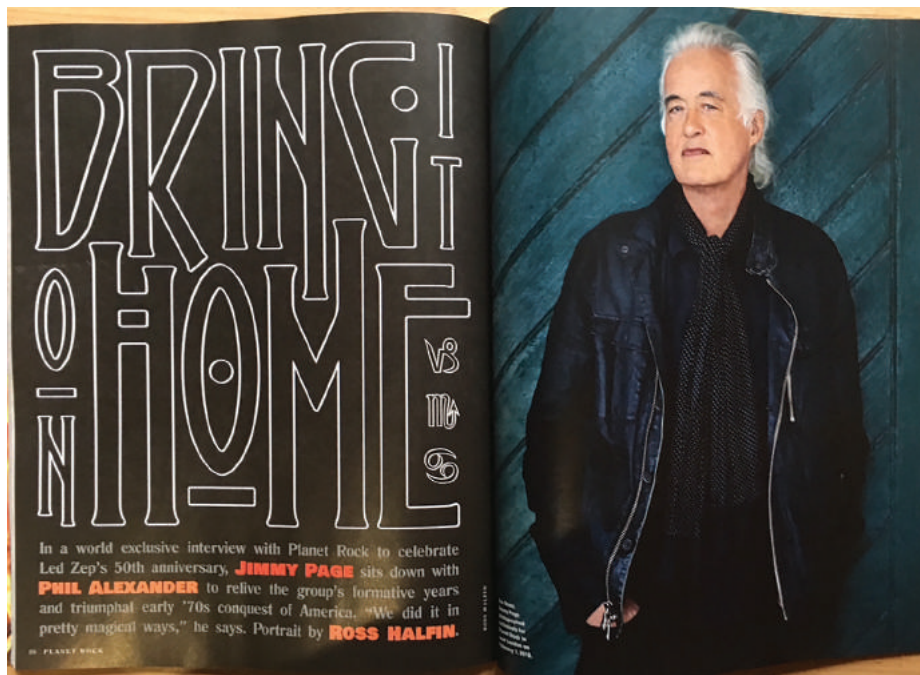


Cathedral City Snack Bar

Dairy Crest has launched a 30g Cathedral City cheese snack bar in Mature and a lower-calorie Lighter option.



THIS WEEK IN MAGAZINES



Music special

CELEBRATING A ROCKING 50 YEARS OF LED ZEP

Few rock bands have made such an impact and been as big an influence on subsequent generations of musicians as Led Zeppelin. This special commemorates the rock giants' golden jubilee

IN LESS than a year, Planet Rock has made a name for itself with special covers and in-depth features covering music giants, and it is truly ascending the Stairway to Heaven with a mammoth Led Zeppelin special marking the band's 50th – yes, 50th – anniversary. It proudly claims to be the first music magazine to celebrate Led Zep's golden jubilee, and has four special covers, embossed with gold and black, featuring each of the band members' distinctive logos. The quartet of covers are also designed to be put together to create an image of the band's airship logo. Inside, there is a 22-page feature on the iconic rockers.



PLANET ROCK
On sale out now
Frequency bi-monthly
Price £5
Distributor Frontline
Display with Classic
Rock, Mojo, Uncut

My week in magazines



Tim Murray

Magazines reporter
RNreporter@newtrade.co.uk

COVER VERSIONS A HIT WITH READERS

Exclusive and assorted covers for magazines have been around for some time now. Before my various stints on RN, I always thought that the proliferation of collectable covers was a bit pointless. Then I saw some of the figures from Empire and the kind of uplift it could deliver, even when there were numerous variants.

Empire has scaled back its ambitions: the 30 different Star Wars covers to celebrate the franchise's 30th anniversary in 2007 was stretching it a bit (although I still rifled through, trying to find the one I wanted) but its specials in recent years for Star Wars films The Force Awakens and Rogue One were a more manageable half a dozen each.

Empire is now concentrating on its subscriber covers – those sent out exclusively to its print regulars. They're things of great beauty that are cleaner, slicker and sexier than their standard counterparts, with specially commissioned artwork and none of the lurid text that normally covers the front. Its main rival, Total Film, is following a similar strategy.

Many boutique magazines, including fellow film title Little White Lies, use their covers as a selling point. It would be nice to see publishers offering retailers, especially specialist magazine ones, the chance to sell this kind of cover alongside its standard issue.

Opportunity: exclusive cover designs

Spread special covers out on your display so customers can see the choice of different variants available – or even so they can buy more than one.

THIS WEEK
IN MAGAZINES **WE WANT YOUR
INSPIRATIONAL IDEAS!**

GET IN TOUCH with your news and mags success stories for a chance to feature



Which titles fly off your shelves? Have you grown your sales with a great display or promotion?

RN

Call ☎ 020 7689 3350 or email ✉ jennifer.hardwick@newtrade.co.uk

✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3350
 📘 facebook.com/thisisRN



EMPIRE

- Arguably the world's most famous director, Steven Spielberg has come on board as guest editor of the long-running film magazine ahead of the launch of his latest blockbuster Ready Player One.
- The magazine features five separate covers highlighting classics from the man who it says "changed cinema forever".

On sale 22 February
Frequency monthly
Price £4.80
Distributor Frontline
Display with Total Film, Little White Lies, Starburst



THE ESSENTIAL DOCTOR WHO

- The latest Doctor Who bookazine takes in the spectrum of science and technology presented throughout the programme's 55-year history.
- The cover features one of the character's most popular incarnations, David Tennant, and there is a complete guide to the Sonic Screwdriver.

On sale 22 February
Frequency irregular
Price £9.99
Distributor Marketforce
Display with Doctor Who Magazine, Sci Fi Now, Starburst



PETS2COLLECT

- The latest issue of the magazine for young fans of cats, dogs, furry friends and lots of cute pets comes with nine free gifts and a whole raft of free stickers.
- Free gifts also include toy puppies and a kennel plus a blind-bagged mystery puppy.

On sale 23 February
Frequency monthly
Price £3.65
Distributor Seymour
Display with Animals & You, Cuddles



STARBURST

- With Tomb Raider and Ready Player One on the way, sci-fi and cult specialist Starburst is celebrating video games in the movies, looking at the best and the worst of the genre.
- Alongside previews of those movies, there is news of the next Pacific Rim tale.

On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Sci-fi Now, SFX, Empire



INFINITY

- A relatively recent addition to the sci-fi sector, Infinity covers new and classic examples from the genre, taking in both feature films and TV programmes.
- Infinity celebrates the 40th anniversary of the launch of legendary homegrown TV series Blake's 7.

On sale out now
Frequency every six weeks
Price £3.99
Distributor Marketforce
Display with Sci-fi Now



Bestsellers News and Current Affairs

Title	On sale date	In stock
1 Private Eye	07.03	<input type="checkbox"/>
2 The Economist	23.02	<input type="checkbox"/>
3 The Week	23.02	<input type="checkbox"/>
4 New Scientist	22.02	<input type="checkbox"/>
5 Weekly News	28.02	<input type="checkbox"/>
6 The Spectator	23.02	<input type="checkbox"/>
7 Irish Post	28.02	<input type="checkbox"/>
8 Investors Chronicle	23.02	<input type="checkbox"/>
9 Irish World	28.02	<input type="checkbox"/>
10 The Gleaner	22.02	<input type="checkbox"/>
11 New Statesman	23.02	<input type="checkbox"/>
12 Barbados Nation	22.02	<input type="checkbox"/>
13 National Geographic	07.03	<input type="checkbox"/>
14 New Yorker	28.02	<input type="checkbox"/>
15 The Voice	22.02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY



Price change



Launch



Frequency change



Bumper issue



One shot



Special issue



Free gift



Competition

Disney
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 STICKER COLLECTION

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PANINI
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ON SALE SOON!

THIS WEEK IN MAGAZINES



RACING AHEAD

- The Cheltenham Festival is looming large on the calendar, with the big event due on 13-16 March.
- The corresponding issue of monthly Racing Ahead, a Cheltenham special, sees sales rise by as much as 300%, with publisher Greenways recommending retailers cross-promote it to readers of the racing dailies, too.



On sale 22 February
Frequency monthly
Price £3.29
Distributor Inter-Media
Display with Racing Post, Racing & Football Outlook

Expert advice

Kate Clark

Sean's News, Worcestershire



Partworks have all started off well. They do best when they're cheapest, but there's an inevitable slowing down when they go to full price. Unless you've got the real enthusiasts, it's all very price-related.

Something like Animal World started off really well, but it's keeping customers interested once they're no longer cheap.

It's important to ensure that the availability is there. I often read about other retailers having problems getting hold of issues, but it's not something we suffer from. I find ringing Smiths up helps: it's easier to explain the problem. If we ever need an extra copy, we can ring up and usually get it.

The personal touch helps. One customer wanted an American magazine because his daughter was on the cover. We spoke to Smiths, found we couldn't get it, but I could give him advice on what to do. If I'd ordered it on the app, he'd have had to come back, find we couldn't get it and be disappointed.

He ended up getting three sent from the publishers in the US, but he was really pleased with our help – he even showed me the magazine. He's now in three times a week.



DOLLS HOUSE WORLD

- Dolls House was the first magazine dedicated to the world of dolls houses.
- Now past the 300-issue mark and nearly 30 years old, it features projects for enthusiasts to get their teeth stuck into as well as big features on the miniature world.



On sale 22 February
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Dolls House & Miniature Scene



BUSHCRAFT & SURVIVAL SKILLS

- The first and only British magazine dedicated solely to bushcraft and survival skills.
- Publisher Intermedia says interest in this sector has never been as high as it is now.



On sale 22 February
Frequency bi-monthly
Price £5.95
Distributor Marketforce
Display with Outdoor Fitness, Trek Mountain, Trail



SPECIALIST CHOICE KAMAL SISODIA, WHSMITH LOCAL, COALVILLE, LEICESTERSHIRE

THE SIMPLE THINGS

Who buys it?

Mindfulness is a growing category. It's come out of women's magazines and is spreading into the teen realm, too.

How do you display it?

It sits near the women's magazines, but now there are a few magazines, we can give it its own section. It really helps when you can put them all together because it gives it a lift. You have to keep an eye on one-shots for this area, too. They're good to add – but you also need to keep an eye on the returns.



On sale 28 February
Frequency monthly
Price £4.99
Distributor Marketforce

Our strategy

Who are your best customers?

We're very much a local shop with regular customers. We have a lot of families in, which sometimes makes it difficult with the partworks. We have a boy who's really into the Marvel partwork, but he's got a sister: it's a lot of money for his parents and then they have to get his sister something equivalent, too – you're looking at the best part of £20.

What's your sales strategy for partworks?

We have a display for our partworks. We make it look as good as possible and show the full cover off so people can see it. We make sure that we have them all available. We never send partworks back early if we can help it.




COMING UP IN NEXT WEEK'S RN



How Bart Dalla-Mura secures loyal custom with a strong local offer

Plus, don't miss RN's guides to selling e-cigarettes and next-generation products and sharing packs, and benchmark your ales and stouts prices with our latest Pricewatch data

RN

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	3	60	8.99
British Steam Railways	3	50	1.99
Build Your Own R2-D2	59	100	8.99
Classic Dinky Toys Collection	5	60	11.99
Enhancing Your Mind, Body, Spirit	59	120	3.99
My Animal Farm	54	60	5.99
Jazz at 33 and Third RPM	56p	70	14.99
Star Wars Helmet Coll'n	56	60	9.99
Zippo Collection	65	60	19.99
Eagle Moss			
DC Comics Graphic Novel	66	100	9.99
Game of Thrones	50	60	8.99
My Little Pony Colouring Adventures	51	80	3.99
Star Trek Ships	118	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	14	80	9.99
Art of Cross Stitch	60	90	2.99
Art of Quilting	112	50	3.99
Art Therapy	153	180	2.99
Assassins Creed: The Official Collection	27	80	9.99
Classic Routemaster	5	130	8.99
Dr Who Complete History	65	80	9.99
Draw The Marvel Way	57	100	4.99
Judge Dredd Mega Collection	81	80	9.99
Marvel's Mightiest Heroes	109	110	9.99
Transformers GN Collection	31	80	9.99
Warhammer	39	80	9.99
Panini			
F1 Collection	50	60	9.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World Cup Russia	4.99	1.00
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Premier League Sticker collection	1.99	0.50
Shimmer and Shine Sticker collection	3.00	0.60
Shopkins World Vacation	3.00	0.60
Star Wars: The Last Jedi Sticker collection	3.00	0.60
UEFA Champions League Sticker collection	4.00	0.60
WWE Slam Attax 10 Trading Card Game	4.99	1.00
DeAgostini		
Magiki Ponies		2.50
Piranhas & Co		2.50

Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p		22.3%
Mirror	70p	14.98p		21.4%
Mirror (Scotland)	75p	16.05p		21.4%
Daily Record	75p	14.98p		21.4%
Daily Star	30p	7.26p		24.2%
Daily Mail	65p	14.5p		22.31%
Express	55p	13.31p		24.2%
Express (Scotland)	50p	12.10p		24.2%
Telegraph	£1.80	38.7p		21.5%
Times	£1.60	34.4p		21.5%
FT	£2.70	54p		20%
Guardian	£2	44p		22%
i	60p	13.2p		22%
i (N. Ireland)	60p	13.2p		22%
Racing Post	£2.30	54.0p		23.48%
Herald (Scotland)	£1.30	29.90p		23%
Scotsman	£1.60	36.0p		22.5%

Saturday newspapers			
Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	50p	12.085p	24.17%
Daily Mail	£1	21p	21%
Express	80p	17.152p	21.44%
Express (Scotland)	80p	18p	22.5%
Telegraph	£2.20	49.5p	22.5%
Times	£1.70	39.95p	21.5%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

Sunday newspapers			
Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	90p	19.89p	22.10%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.80	37.8p	21%
Sunday Mail	£1.80	37.8p	21%
Sunday Telegraph	£2	45.5p	22.75%
Sunday Times	£2.70	56.7p	21%
Observer	£3	73.5p	24.5%
Scotland on Sunday	£1.70	39.95p	23%
Racing Post	£2.60	61p	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	21%
Sunday Express	£1.40	29.65p	21.18%
Sunday Post	£1.60	33.6p	21%

Weight Watchers 17-18 February					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,130g	200g	45g	1	45g
Sunday Times	945g	445g	5g	1	5g
Times	825g	185g	65g	3	40g
Sunday Telegraph	770g	235g	110g	4	50g
Guardian	755g	480g	0g	0	0g
Daily Mail	675g	250g	90g	4	45g
Financial Times	685g	275g	0g	0	0g
Mail on Sunday	645g	280g	10g	1	10g

Scale of third-party advertising insert payments							
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative?	no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p
101-200g	2p	3p	3.36p	3.3p	3.65p	3.35p	3.65p
201-300g	4p	5p	6.09p	5.5p	6.26p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	7.06p	7p	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*
* By negotiation							

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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