

# RN

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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper  
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT

**Audit Bureau of Circulations**  
July 2017 to June 2018 average net circulation per issue **10,356**

### Annual Subscription

UK 1 year	£150	Europe	£302
2 years	£237	Rest of world	£354
3 years	£333		



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### Editor - news

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**T**his Monday will see the Government lay out its spending plans for the next financial year, and the pressure is on. On one hand there's sluggish growth, lacklustre consumer spending and fears of a recession following Brexit. On the other is the public's waning appetite for austerity and growing unrest among the Department of Health and Home Office over NHS and police funding. Throw in a potential back bench rebellion and you've got a storm of contradictory factors that put the chancellor in a precarious position.

What is this likely to mean for retailers? The usual easy 'sin' tax targets of tobacco and alcohol (beer in particular) will probably take a kicking, especially as a continuation on the freeze on fuel duty has already been confirmed. Another new tax could be the long-rumoured 'Amazon', that aims to increase the tax burden on certain online giants with a history of low tax contributions. However, there's little good news for bricks-and-mortar stores, as the 'complete review' of the business rates system promised in the Conservative's manifesto seems to be making sluggish process.

Some positive news for shop owners blighted by the impact of retail crime could come from increased police spending, as promised by Home Secretary Sajid Javid to a room full of disgruntled police officers at the Police Federation Conference in May.

Despite the Chancellor of the Exchequer being known mockingly as 'spreadsheet Phil', the two-hour queue one of our reporters faced to get into parliament last week perhaps shows that there are many lobbyists and campaigners who still think they can influence the government's plans at the 11th hour.

Perhaps they are right. Read p3 for the lowdown on how the convenience sector is gaining ground in its fight to have more resources dedicated to tackling retail crime.

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# BREAKING NEWS

## Scotland's bottle fear

The Scottish Wholesale Association (SWA) and Scottish Grocers Federation (SGF) are campaigning to the government to prevent retailers from losing customers to nearby supermarkets with bulk bottle deposit machines.

Speaking exclusively to RN, SWA chief executive Colin Smith said only multiples will have the space to accommodate the machines for the upcoming deposit return scheme.

Compared with one-metre single machines, bulk machines from some manufacturers require up to five metres of space.

Smith said: "Whoever has these bulk machines will win. Customers will prefer them over a single-feed machine because of the convenience."

He called on the government to site bulk machines in public areas such as high streets and not take business away from independent retailers.

## Holidays the key to footfall

Retailers could attract extra footfall by becoming pick-up and drop-off points for holiday accommodation keys, exchange company KeyNest has told RN.

The company, which partners Airbnb, works with convenience stores in areas where client numbers are high and stores stay open later.

Founder Marc Figueras said: "When visitors land, they want to know where they can get bread and milk, so it makes sense that they can collect their from where they shop."

KeyNest has a network of 350 partners and retailers take a commission from each exchange.



Stephen Hammond MP, chair of the All-Party Parliamentary Group on Retail Crime (left)

**NFRN pushes for law change** 'There are concerns that retail crime is not being prioritised'

## C-stores must act now to help solve retail crime

by **Marcello Perricone**  
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Convenience stores have a once-in-a-generation chance to influence the future of retail crime policing, according to Sunday Times' political editor, Tim Shipman.

Speaking at the ACS Heart of the Community summit, Shipman said: "Politicians don't have the bandwidth to think outside Brexit and will bite the hands off trade associations and retailers who can suggest solutions on other issues."

All-Party Parliamentary

Group on Retail Crime chair Stephen Hammond MP agreed, and highlighted current theft value requirements for shoplifting investigations as a potential area for change. He said: "Retail crime is a solvable issue, and the message I want to get out is that if you say you're not going to investigate crime under a certain level, it suggests it's open season."

The NFRN has been pressuring politicians over theft value requirements. The group is pushing for an amendment to antisocial behaviour laws from

2014 that allow those who steal goods valued under £200 to avoid appearing in court. "Our aim is to remove those instances where people don't have to go to court," said NFRN national president Mike Mitchelson. "Anyone that commits a theft should be made to go to court and face their crime."

Trade bodies are working to build policy on retail crime. The SGF has supported efforts in the Scottish Government to create shop worker protection, the ACS is working with the Centre for Social

Justice to build processes to tackle shoplifting caused by addictions, and the NFRN is meeting MPs to address retail crime.

Following meetings between the NFRN and both major parties last week, MP Martin Vickers demanded a debate on retail crime in the House of Commons. He said: "There are concerns that retail crime is not being prioritised by some police forces, and the growing demands on the police means retail crime might slip even further down the list of priorities."

## Post Office network to get Payzone tech

Retailers with post offices are set to benefit from Payzone technology following the sale of the bill payment network to the Post Office.

The deal, ratified by the competitions and markets authority (CMA) this week, will boost the Post Office's network of pay-

ment locations by more than 13,000 to 25,000.

The Post Office told RN it wanted to "leverage" elements of the Payzone offer across the network.

This will include 'Smart Transport Ticketing' – the ability for consumers to top-up travel cards and collect tickets

in store, alongside an EPOS tablet device across 10,000 Payzone outlets and a handheld Bluetooth wireless device.

A Post Office spokesperson said retailers would "benefit from more customers coming to them for a wider range of bill payments". Payzone

and Post Office retailers will also be able to process payments from more utility companies. Commission fees and usage charges will be reviewed, the spokesperson added.

● **For a full Q&A with the Post Office, see [betterRetailing.com/PO-Payzone-QA](http://betterRetailing.com/PO-Payzone-QA)**

# BREAKING NEWS

## Track and trace gov't guidance

HMRC is yet to begin building guidance to retailers and wholesalers ahead of the rollout of tobacco track and trace guidance on 20 May 2019.

The law change will require retailers to register and apply for codes to buy tobacco. A spokesperson for HMRC said the guidance could not be written until a company is picked to oversee the codes.

The delay risks causing "serious issues", according to a wholesaler source, who told RN: "Nearly every wholesaler I've spoken to is unsure if their systems can run the procedures."

Tobacco manufactured or imported before 20 May 2019 can still be bought and sold without the codes until 12 months later.

## Multiples' big price advantage

Retailers could buy fresh produce cheaper from their local supermarket than through a wholesaler, analysis by RN has found.

A basket of 10 items, including peppers, apples and bananas, shows a price of £8.40 from Tesco, while the same from Booker would be £12.01. Bestway came in at £8.60.

The analysis follows the release of a report claiming access to healthy food in 'food deserts' in the UK is hampered by high prices in convenience stores.

Harj Gill, who runs Select & Save The Windmill in Birmingham, said: "Asda charges 50p for a cucumber compared to the 89p I charge. I can't compete on price. The multiples are in a position where they can drive down suppliers."

**Survey shows drop in shop calls** 'It's frustrating not to get face-to-face support'

## Rep visits for retailers down by half since 2015

**EXCLUSIVE**

by Alex Yau

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Most independent retailers are receiving less than half as many regular supplier rep visits as they received in 2015, according to a survey conducted by RN.

More than two-thirds of retailers have seen decreases of 50% or more.

Unaffiliated retailers saw some of the biggest declines, with rep visits falling by 45% – nine percentage points higher than symbol stores.

Retailers suggested this is down to reps focusing on store types that typically have higher sales volumes. Sarj Patel, of Pasture Lane Stores in Loughborough, said: "I'm seeing fewer reps. Their time and investment has

been reduced and I feel they are focusing their attention on the multiples."

When asked which companies no longer visited stores, Coca-Cola European Partners (CCEP) was the most frequently mentioned at 66%, followed by Mars Wrigley (38%), Mondelez International (38%), Nestlé (38%), Heineken (19%) and Red Bull (19%).

On what suppliers visited at least four times per year, the most frequently mentioned were Imperial Tobacco (42%), JTI (42%), Mondelez (42%), CCEP (29%), Mars Wrigley (29%) and Nestlé (29%).

Rural retailers suffered higher than average decreases of rep support at 47%, compared with a 37% decline at urban shops. Visits halved at Trudy

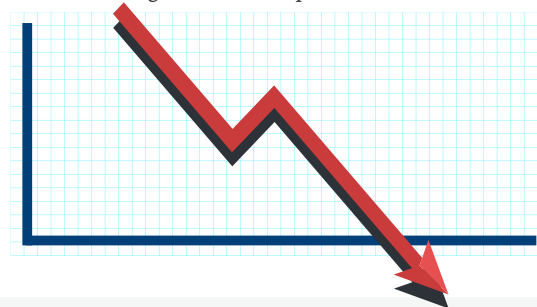
Davies' store in Llanidloes. She told RN: "My perception is that reps are covering larger geographical areas. This means they aren't visiting stores so frequently, particularly in rural areas."

Several respondents, including Raaj Chandarana from Tara's Londis, said retailers were looking elsewhere for information on the latest trends and product launches.

The most frequently mentioned alternatives were trade magazines

and newspapers (50%), websites (25%), wholesalers (12.5%) and setting up out-of-store meetings with suppliers (12.5%).

CCEP convenience & wholesale sales director Gary Black responded that the independent channel is "extremely important" and added that they have the largest FMCG rep team in the UK. He also reported it had doubled the number of field sales visits in 2018 and further field sales investments are planned for 2019.



	Average	Rural	Urban	Symbol	Unaffiliated
Number of companies visiting in 2015	8.7	9.1	8.5	9.8	7.6
Number of companies visiting in 2018	5.2	4.9	5.4	6.2	4.2
Percentage decrease	39.9%	46.6%	36.5%	36.2%	45%

## Supermarkets urge CMA test change

Sainsbury's and Asda have voiced an argument that growing demand for convenience means their merger should be considered in a different light to previous tests into supermarket competition.

In the two supermarket's newly released initial submission to the Competition and Markets

Authority (CMA), they say the sector has "fundamentally changed" since the recession due to stronger demand for "better value, greater convenience and more frequent shopping".

Experts believe that by lobbying for the CMA to give stronger consideration to the role of

discounters, convenience stores and online retailers, the two supermarkets hope to reduce the industry regulator's concerns over their combined market share.

Publishing its 'scope' for its investigation into the merger, the CMA accepted that this would include the "level and

impact of competition presented by newer or growing retailers".

The regulator said it would publish the first findings from its investigation in early 2019.

Analysts have suggested this could include the disposal of mainly larger format stores in up to 460 areas in the UK.



# SYMBOL NEWS

## Landmark's new south east stores

Landmark Wholesale has added 30 stores to its Lifestyle Express fascia in south-east England.

The additions, completed in partnership with Time Wholesale Services, has increased the total number of Lifestyle Express shops across the UK to 800. The rise is a result of Time Wholesale Services recruiting members at its Essex depot.

Landmark Wholesale retail controller Stuart Johnson said: "There is a significant opportunity for the Lifestyle Express fascia in the south east and we are receiving strong interest."

"We have gone through a period of consolidation following Blakemore Wholesale's exit from cash and carry, and switched most of the Lifestyle Express retailers previously supplied by Blakemore to alternate Landmark member depots."

## Booths to focus on wholesale

Booths will increase its wholesale supply business across the south of England following a £5m decline in the company's annual turnover.

The premium grocery chain has signed an agreement with Amazon to supply its own-label range across more than 300 London postcodes.

The company is also aiming to turn around its revenue decline by refocusing on its pricing strategy. A spokesperson said: "The decision to invest in core pricing across a number of product areas is to stimulate footfall and improve our convenience offer."



## A fresh take on meal deals in Fletton

A Nisa store in Peterborough has remerchandised products in its meal deal range to encourage increased basket spend among customers. The changes at the 3,000sq ft shop in Fletton involved altering the order of the bays and placing products further down the aisles. Store manager Claire Evans said: "By moving just a few things around, customers are coming in, seeing new products on their way and buying items that they did not originally come in for."

**Wholesaler to prioritise symbol group** 'We're now ready to target new business'

# Go Local to become a nationwide symbol group

**EXCLUSIVE**

by Alex Yau

[alex.yau@newtrade.co.uk](mailto:alex.yau@newtrade.co.uk)

Parfett's is aiming to become a national symbol group operator through the expansion of its Go Local symbol group outside of its traditional north east heartlands.

The wholesaler told RN it will have 450 stores by the end of 2018 – a 33% increase from the 336 fascia retailers it had in June.

To support the expansion, the wholesaler purchased Blakemore's Middlesbrough depot earlier this year and has increased its delivery

vehicles from 20 to 30.

Parfett's head of customer development and marketing Guy Swindell told RN: "We're now ready to target new business in areas such as Sunderland, Newcastle and Hartlepool. We're also serving more retailers across Grimsby, Middlesbrough, Hull and Chester. This will provide us with a chance to actively pursue new retailers and expand the Go Local fascia."

The business now has 10,000 customers. More than 3,000 are members of its Retail Club. Swindell

said the majority of its new business this year was a result of answering retailer frustrations with rival wholesalers. "We've also moved into areas which had previously been served by just one wholesaler. The wholesaler had used this monopoly to adjust their prices to the disadvantage of retailers," he said.

Parfett's revealed to RN that it had also put in bids to purchase other former Blakemore warehouses in Walsall and Bangor. "Bestway outbid us for Walsall and we decided

against Bangor because we thought we could service the area adequately enough from our Aintree depot. We are open to more acquisitions if we feel the opportunity is right, however," said Swindell.

Bobby Tahir, from Butterstille Convenience in Prestwich, Greater Manchester, has been with Go Local Extra for more than two years.

He said: "A few years ago, you wouldn't have seen many Go Local Extra stores, but now they are cropping up everywhere."

## Exclusive: Today's own label to be axed

The Today's Group own-label range is to be discontinued in the coming months as part of its upcoming merger with Landmark Wholesale.

The changes will affect more than 200 products under the Today's Select and Today's Essential brands. Landmark Whole-

sale managing director John Mills told RN: "It has been agreed that Today's Select and Today's Essentials own-brand ranges will be phased out over the next few months."

A senior employee at one of the groups had confirmed the plans prior to the official announce-

ment. "Managers are having meetings to discuss what will happen to the own-label brands. Only one will be retained."

More than 1,000 Landmark own-label products will be made available to wholesalers of both buying groups from 1 November, when they will merge as

Unitas Wholesale. These will include products such as cigarettes, wine, spirits and soft drinks.

The changes come following reassurances from Unitas Wholesale bosses Darren Goldney and Mills that "the fascias will continue as they are" following the merger.

# STORE TOUR



## The shop saved by its locals

When Creaton nearly lost its local shop, the community came together to find a way to save it. Villager Charles Matts tells RN's **Megan Humphrey** about the journey

**M**any stores claim to be much-loved by their communities, but Creaton Village Shop and Post Office really is. In fact, it is only thanks to the support of 500 villagers – their £80,000 investment – and a ‘Save Our Shop’ campaign that it opened its doors at all.

A month after its grand opening, the plan to have a local shop that both serves and is owned by its community is starting to be realised.

“Our aim is to eventually have all of our fresh produce locally sourced,” says Charles Matts, chair of Creaton Village Store management committee. The store is already filled with chillers and shelves of enticing jars, packets and bags. “Right now, our milk, vegetables, ice cream, muesli, jam and alcohol are all produced in Creaton or other neighbouring Northamptonshire villages,” he adds.

The shop is the only convenience store situated along a 16-mile stretch of road, so it is no surprise that 98% of villagers voted in favour of its opening.

“It all started four years ago, when the shop owners of the original village store announced their retirement,” explains Charles. “After receiving no offers for two years, the owners expressed their concern to the parish council that the village was at risk of

being left without a shop.”

However, after watching a presentation from the Plunkett Foundation, a community-support charity, Charles and six others were inspired. They realised that the loss of the store would have a huge effect on the local residents, economy and life in Creaton. They also realised that they could come together to do something about it. Charles and the other villagers set up a campaign – ‘Save Our Shop’.

“With the support from the village, we set up Creaton Community Benefit Society. We pressed on with researching grant and loan opportunities, preparing to present our vision to 100 people in the community hall,” says Charles. “At that meeting, we received a staggering £63,000 non-binding pledge, despite us not having a location.”

Fast forward two years, the community’s investment has risen to £80,000 – made up from community shares bought for as little as £20. Charles says: “The way that our store works is that everyone can buy a share for £20, but if you buy multiple shares you still only get one vote – people are at different stages and we didn’t want to feel that we were asking for an amount that people couldn’t afford. But we did have a number of investments that were in the thousands of pounds.”





We are gradually squeezing some lines down and introducing new ones, but we are really cautious of not running before we can walk **CHARLES MATTS**



### Inside my shop

- ❶ Charles Matts helped lead a committee which opened Creaton Village Shop this September
- ❷ Now that the business has opened, it is run by volunteers who are happy to give a few hours each week to keep their local shop running
- ❸ The store is already attracting loyal customers – perhaps not surprising as 130 people bought shares totalling £80,000

### INFORMATION

#### Location

Creaton, Northampton

#### Size

500sq ft

#### Opening hours

Mon-Fri 7.30am-6pm,  
Sat-Sun 8am-12pm

#### Staff

Three full-time and  
30 volunteers

#### Owners

130 shareholders

Added to this, a £57,000 EU grant and another £10,000 from The National Lottery has secured the store's future. The 500sq ft wooden-pannelled store now sits in the back garden of a Creaton resident who charges £1 a year rent.

Yet, while financial security is closer at hand, the design of the store reflects the long-term need for flexibility in its location. "Luckily, one of our committee members is a property developer and had already built an office using structural integrated panels," adds Charles. "After some thought, we decided to go with it. It is very efficient, looks attractive and is modular, which means we can move it. Yes, it is costlier than a portacabin, but it definitely adds to the customer and staff experience."

The store is able to stay open seven days a week thanks to the 30 volunteers and three members of staff that have been recruited. However, as time goes on, they are working out how to meet the needs of their new base.

"The community is our main source of trade, but we do get a lot of passing trade," says Charles. "Although our community can tell us what they want, the passing trade wants something different, usually an on-the-go offering."

"This is why our biggest challenge





# STORE TOUR



right now is maintaining our stock. It is fantastic that we are emptying our shelves, but we need to adapt to changing consumer habits. Usually, we go off with a shopping list to our wholesaler once a week, but we have had to start going more regularly because we don't have the storage.

"We are gradually squeezing some lines down and introducing new ones, but we are really cautious of not running before we can walk."

Charles now says his proudest moment so far has been store's grand opening – an event that brought together local businesses, residents, music and food: "Although I was naïve about how much of a learning curve this would be, we have brought back the social hub of the community which we were at threat of losing." ●



**Want to see more** of Creakon community's store? Go to [betterretailing.com/creaton-village-shop](http://betterretailing.com/creaton-village-shop)



## Inside my shop

**4** Stocking local produce is at the heart of the business' ethos and strategy – there is a local offer in almost every category

**5** Frozen, too, is important for the business – though there are premium and local options here, too – most from Creakon Village itself or the surrounding area

**6** A monthly newsletter has updated the village on the building work the store underwent and now provides the latest news on new products and other store-related matters



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# NEWS & MAGS

**General downward trend continues for weeklies** Sunday titles suffer across-the-board drops

## FT enjoys post-holiday rise while Sunday papers suffer

by Marcello Perricone

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The Financial Times was the only weekly national newspaper to achieve positive growth in September, according to the latest figures from the Audit Bureau of Circulation.

The Financial Times' circulation director, Natalie Murphy, said the paper's 8.3% rise was due to readers returning to work after the school holidays either resuming their subscriptions or buying copies at newsstands.

Alongside the Guardian and The Times, the FT was one of only three publications with positive performances on Saturdays.

The i had a month-on-month drop of 1.1%, but retained its strong year-on-year performance since its 2017 redesign.

Speaking to RN, the i's sales and marketing manager, Paul Bacon, at-

tributed the 2.3% year-on-year increase to customers recognising the value of the publication.

"We bumped the i's price from 60p to 80p to £1 all in less than a year, and that has been met by continuous support from readers," he said.

Sunday titles saw less beneficial results, with all publications suffering drops. The Sunday Express, People and Sunday Mail had the worst performance in the category, averaging a 16.1% dip in circulation since August.

The Times, Observer and Mail on Sunday suffered the least severe reductions, with respective drops of 0.3%, 1.5% and 1.6% month on month.

According to sources at News UK, September's drop seems largely due to ongoing campaigns that inflated figures in August, but ABC results are in line with expectations.

## The i runs trial to turn readers into subscribers

The i's new 'i'm On Your Side' initiative is aimed at converting existing casual buyers into subscribers.

Currently on trial with 95 retailers in the UK, it consists of three promotions designed for regular readers, business consumers, schools, colleges and universities.

The i's sales and marketing manager, Paul Bacon, said the initiative aims to turn casual readers into dedicated ones.

"Regular subscriptions have 30% off as an incentive, but 'i'm On Your Side' gives readers 50% off on weekly copies for a month, alongside a free copy of the

iWeekend on Saturdays," he told RN.

"The goal is to turn infrequent purchasers into loyal readers, and retailers are reimbursed the costs of the weekend copies and are rewarded with £5 for each reader they help convert into a subscriber."

The trial's performance will be evaluated when it ends on 17 November.

"We only have vague results so far, but we know some retailers have greatly increased their sales and already converted some into new subscribers," said Bacon. "Given what we've seen so far, we will be running this initiative again."

### September Monday to Friday newspaper sales

	Core sales <sup>*1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>*2</sup>	Total sales <sup>*3</sup>
Daily Mirror	490,184	-2.9%	-12.3%	£78.7	490,184
Daily Record	120,366	-2.2%	-12.3%	£19.3	120,366
Daily Star	352,911	-1.9%	-15.5%	£25.5	352,757
The Sun	1,196,87	-3.1%	-9.1%	£133.5	1,315,099
Daily Express	312,285	-1.9%	-10.7%	£41.6	312,285
Daily Mail	1,073,570	-2.2%	-6.4%	£155.7	1,073,570
Daily Telegraph	325,621	-2.3%	-9.4%	£126.0	325,621
Financial Times	27,263	8.3%	-12.4%	£14.7	58,069
Guardian	111,337	-1.1%	-8.3%	£49.0	111,337
i	183,622	-1.2%	-9.7%	£24.2	237,764
Times	249,112	-1.3%	-5.7%	£101.2	386,450
<b>TOTAL</b>	<b>4,783,502</b>	<b>-2.3%</b>	<b>-9.4%</b>	<b>£769.4</b>	<b>4,783,502</b>

### September Saturday newspaper sales

	Core sales <sup>*1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>*2</sup>	Total sales <sup>*3</sup>
Daily Mirror	635,950	-0.9%	-11.5%	£157.2	635,950
Daily Record	142,492	-2.1%	-12.0%	£32.2	142,492
Daily Star	336,450	2.6%	-12.0%	£41.7	344,704
The Sun	174,9074	1.4%	-6.4%	£248.4	1,776,669
Daily Express	395,908	0.2%	-10.2%	£77.3	404,494
Daily Mail	179,7021	0.9%	-5.7%	£383.3	1,825,337
Daily Telegraph	479,328	0.0%	-7.6%	£242.5	489,946
Financial Times	97,533	-3.4%	-6.1%	£49.8	92,660
Guardian	252,887	-1.9%	-7.5%	£157.6	247,038
i	264,705	1.4%	5.5%	£37.0	267,123
Times	548,563	0.4%	-2.3%	£185.3	547,981
<b>TOTAL</b>	<b>6,499,848</b>	<b>0.7%</b>	<b>-6.9%</b>	<b>£1,614.5</b>	<b>6,783,238</b>

### September Sunday newspaper sales

	Core sales <sup>*1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>*2</sup>	Total sales <sup>*3</sup>
Sunday Mail	126,664	-3.6%	-16.3%	£49.1	126,664
Sunday Mirror	431,211	-2.5%	-15.4%	£144.9	431,211
People	167,360	-3.7%	-1.7%	£56.2	167,360
Daily Star Sun.	214,085	-2.0%	-13.9%	£42.6	214,085
The Sun	1,178,893	-2.6%	-9.2%	£245.0	1,178,893
Sunday Express	280,025	-4.5%	-11.2%	£88.2	280,025
Sunday Post	110,859	-2.1%	-16.3%	£41.6	111,397
Mail on Sunday	1,000,522	-1.6%	-7.3%	£378.2	1,000,522
Observer	163,417	-1.5%	-7.4%	£120.1	163,417
Sun. Telegraph	277,103	-2.2%	-11.2%	£126.1	277,103
Sunday Times	694,491	13.4%	8.2%	£393.8	778,554
<b>TOTAL</b>	<b>4,526,407</b>	<b>0.3%</b>	<b>-8.3%</b>	<b>£1,685.76</b>	<b>4,729,231</b>

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



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# REGIONAL NEWS

NFRN

## London

### Menzies HND trial

A new trial by Menzies in London will see changes to the wholesaler's delivery rounds to bring them in line with HND and non-HND requirements.

London district president Nilesh Patel received a letter last week informing him that his store is on one of the routes to be changed. Patel told RN: "It's starting on 5 November and I'm reassured that they've tried the same thing up north and it has been a positive step for our members in those areas."

A similar move by Smiths News earlier this month helped to resolve late-delivery-time issues for newsagents in the South East.

## South East

### Praise where it's deserved

South East district president Naresh Purohit says the relationship between Camelot and shop owners has improved significantly both within the district and nationally.

He said that the lottery operator had reversed its decision on commission payments for lucky dip prizes after listening to retailer feedback.

"Retailers are engaging with Camelot again after the recent changes, and that's important when considering the upcoming game changes," he said.

"I think it's important for retailers to give them praise where deserved."

He added that lottery and parcel services are two of the best performing services in his store for driving footfall and additional purchasing.



**Head Office** Call for patience with delivery company 'It's important stores stay with the brand'

## Mitchelson: don't give up on Pass My Parcel

by Jack Courtze

jack.courtze@newtrade.co.uk

National president Mike Mitchelson has urged Pass My Parcel-partnered retailers not to give up on the delivery company despite the recent drop in parcel volumes.

The NFRN met with the parcel service's new owner, DHL earlier this month to discuss the company's strategy for

turning around recent poor performance. While Mitchelson stressed that DHL's formal strategy is yet to be announced, he claimed that the company promised to not just replace lost retailer revenues, but to also help boost store profits.

He told RN: "DHL is a powerful international brand, and once they get sorted with Pass My Parcel, retailers could benefit

from the national and international contracts the company holds.

"There's no doubt it is looking to grow its parcel network, so it's important current Pass My Parcel-partnered stores remain with the brand to be part of it."

DHL acquired UK Mail in 2016 and its integration and rebranding as DHL Parcel UK is set to be completed in early 2019.

Rival MyHermes confirmed to RN last week that it had picked up 35 new partnered stores following Pass My Parcel losing its major Amazon contract on 16 August.

The parcel service had been marked for closure by previous owner Smiths News in mid-June following what the wholesaler described as "very disappointing" financial performance.

## Northern Ireland Magazine condition in focus

News and magazine delivery conditions and order levels are the burning questions for NFRN Northern Ireland members ahead of an upcoming question and answer session with Menzies.

A recent survey of more than 100 newsagents by RN found that the average shop has six deliveries a month containing newspaper or magazines too damaged to sell.

District president Gwen Patterson told RN that members would be discussing the topics at the Menzies Belfast trade day on 28 November, which is also expected to include approximately 20 suppliers.

"The big issue is getting the right number of magazines in the right condition. If you are paying £5.99 for a glossy title, you expect it to be unblemished. I'd

like to suggest that late magazines are included in newspaper deliveries rather than rolled up separately," she said.

The impact of Brexit was also high on the agenda of a recent meeting, with members fearing negative consequences of a potential 'hard border' on supplies, tourism and inflation. "I can't see it being resolved," said Patterson.

### Upcoming regional trade events

#### National Council

Date 20-21 November, 9:00am-5pm  
Location Manchester

#### NFRN/Smiths News Stockport Trade Day

Date 25 November, 9:30am-2pm  
Location Linguard Lane, Bredbury Park Industrial Estate, Bredbury

Contact Megan Humphrey with your trade news on 020 7689 3357, [megan.humphrey@newtrade.co.uk](mailto:megan.humphrey@newtrade.co.uk) or @MeganH\_RN



# YOUR VIEWS

## WE WON'T REST UNTIL TRIAL STOPPED

### Mike Mitchelson, NFRN



With more than nine out of 10 respondents to an NFRN poll objecting to a trial that sees two children's titles distributed exclusively to multiple retailers, the NFRN has left no stone unturned in its efforts to halt this game-changer.

At meetings with the wholesalers involved in the trial, the Press Distribution Forum and magazine distributor Frontline, this issue has been at the top of the agenda. The NFRN's anger at a lack of retail communication has been shared; we have

made it clear that such discrimination against independent retailers is unacceptable and have warned that it may cause irreparable damage to the magazine category if it continues.

Outraged members have put pen to paper to make remonstrations to our supply chain partners, and we regularly hear that many have taken the drastic step of delisting both titles.

Meanwhile, we keep pressing for meetings with Egmont and Seymour, the company that distributes the two



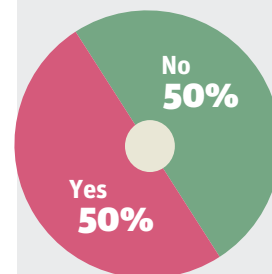
titles, so we can demand an end to this trial that sees retailers receiving copies of Lego Star Wars and Toxic magazines some six weeks after the multiples are supplied.

I can assure NFRN members that we are not prepared to simply roll

over and accept such a hare-brained scheme and I would urge my independent retail colleagues to join our protests and refuse to be treated as second-class retailers.

Enough is enough, and the NFRN will not rest until this trial is stopped.

## RN READER POLL



**Do you offer enough healthy and affordable products for your customers?**

### NEXT WEEK'S QUESTION

Have you ever written to your MP about an issue you have faced in store?

**Vote now at**  
[betterRetailing.com](http://betterRetailing.com)

## Always check your paperwork

At the end of September, I had deliveries from Smiths News where products were missing five days in a row.

This happens often, so I would claim them every day like I normally do and phone Smiths about it.

The following day, the items would arrive alongside that day's delivery, but there would be a claim recharge on my paperwork.

Regardless of which magazine or paper I would be missing, they would send it the next day and then charge me for it again.

I called Smiths and told them I was getting products once but getting charged twice, and they kept telling me that they were trying to find out what happened and fix it.

I asked for a phone call every day to get an explanation and discuss what happened, and I never got so much as a phone call.



I eventually had to phone the NFRN to get my money back, and they still wouldn't explain to the federation why they were doing this.

According to Smiths staff that I spoke to, this has been happening a lot. I check my paperwork every day, but if there are people who aren't checking their papers, this isn't fair.

We spend £4,000 a week with Smiths and this costs me over £100, but they can't even be bothered to phone me up

and explain why this is happening. Needless to say, I'm not overly impressed with them.

**John Vine, News World, Shropshire**

**A spokesperson from Smiths News responded:** "We have been in contact with Mr Vine this morning to apologise for the recent issues he has been experiencing. We have put additional quality assurance checks in place for magazines and newspapers to ensure the problems do not arise again."

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



Sometimes I wonder why we newsagents do this job. We get up in the middle of the night to get the papers and magazines out to people as early as possible. Then, we get kicked in the teeth by publishers persuading our customers to have their stuff cheaper by buying it direct from them and having it delivered by post. One of my customers got in touch last Tuesday to say she didn't want Amateur Gardening anymore; each of these cancellations is another nail in the newsagent's coffin.

It's going to be all change at Woodseaves Post Office in a few weeks as Peter Thompson, who has been the postmaster there for the past 16 years, is retiring. I am going to miss Peter and his partner Lorraine a great deal, as will everyone else in the village. We all wish them a long and happy retirement.

At last the A519 road is open again after being closed for eight weeks while a new water pipe was laid all through Woodseaves. The lanes are now quieter and I am no longer living in fear every time I go round a sharp bend in case there is some person coming in the opposite direction who is not used to travelling on country lanes and has no idea what a passing place is, or that you acknowledge someone with a wave to say thank you when they have pulled to the side for them to get past.

I am writing this with just 66 days to go to our annual day off. This year has flown past in a whirl of broken-down vehicles, road works and other obstacles. Keep calm and carry on.



# CATEGORY ADVICE

In association with

**MARS WRIGLEY**  
confectionery

## Hitting the sweet spot

Mars Wrigley Confectionery's merchandising expert, Sean Thacker, and retail mentor Trudy Davies visit two stores to demonstrate how simple merchandising tricks can give confectionery sales a boost



### RETAILER YOGI TATLA

Londis  
Binfield Road,  
Bracknell, Berkshire



"We sell chocolate in high volume, especially the block bars, which are perceived as being great value. We are limited in space, though, so I would like to know how best to fit newly launched items alongside bestsellers."



### RETAILER JASON BUSHNELL

Budgens Mortimer,  
Reading, Berkshire



"I'd like to make the chocolate more immediately visible, especially near the purchase zone and as people come into the shop. I have a large store with different types of customers, and I want to know how to tempt them into treating themselves."

## THE OPPORTUNITY



When shoppers purchase chocolate alongside snacks, their overall basket spend is **three times higher**

## What happens next?

Yogi and Jason will make changes to their displays based on expert knowledge they will receive during store visits from Sean and Trudy. Find out what advice is given in the next in the series.



Look out  
for RN on

**9 NOVEMBER**



### EXPERT ADVICE SEAN THACKER

Field Sales Representative,  
Mars Wrigley Confectionery



"Both retailers have multiple opportunities to really amplify their chocolate sales. They both have excellent fixtures that are highly visible when customers first enter the shop, as well as premium shelf space, which I will be arranging to optimise their chocolate sales in the next few weeks."



### MENTOR TRUDY DAVIES

Woosnam & Davies News,  
Llanidloes, Powys



"I am looking forward to working alongside Sean and offering advice on how to tempt shoppers. I have had my shop for over 25 years and confectionery is a huge part of it. I hope my experience will enable me to offer some tips that will help boost sales."



## GET INVOLVED

If you would like to increase your confectionery sales and improve the performance of your store, call **020 7689 0500** or visit [betterRetailing.com/boost-confectionery-sales-preview](http://betterRetailing.com/boost-confectionery-sales-preview)



# CONFERENCE REPORT



## IGD's digital summit

Big brands, huge retailers and a ton of industry experts gathered in London earlier this month at the IGD's Digital Commerce conference to discuss the future of retailing – both online and off. **Tom Gockelen-Kozlowski** takes you through some of the key points

**Tom Gockelen-Kozlowski**



### Shoppers are going to be harder to please than you can imagine

Ghislaine Prins-Evers, head of digital transformation at Heineken, puts it bluntly: "Shoppers are going to want you to be as clever as Google, as easy as Facebook, as quick as Twitter, as informative as Wikipedia, as visual as Instagram, as personal as Amazon and as entertaining as YouTube."

That's where our expectations of online services are these days. But that doesn't mean small businesses have to do any of this alone.

### Brands will help independent retailers into the 2020s

Retail tech firms including Check-outSmart and Adimo were demonstrating their systems to some of the biggest core grocery brands in the country.

While Tesco and Asda are working hard to be digital innovators, it's

obvious that when it comes to how traditional and online retailing will combine, big brands are the ones getting there first in the UK.

In many cases it will be these brands that bring the technology directly into convenience stores through in-store activations.

And when I say 'big brands' I mean the likes of PepsiCo, Kellogg's and Diageo are all involved.

### The balance between convenient tech-based retailing and shrinkage is a discussion we haven't had yet

Companies that are developing ways for shoppers to buy products using their smartphones proudly talk of shrinkage levels being 5% or lower, but for a 'pennies business' like convenience retailing, losing 5% of sales could wipe out a business's profits.

In trials, when customers have been able to purchase high-value items such as spirits without going to the till, the sell-through rate has been just 84%. It's inevitable that this will be a big debate for small business in the world of 'frictionless' retail.



**Shoppers are going to want you to be as clever as Google, as easy as Facebook**

### Numbers send a powerful message

Most independent retailers want to know how they can benefit from the growth of online retailing. But many of the stats on show at the IGD event will have motivated store owners even further.

For example, Walmart research shows that a customer who buys both online and in store with a retailer is likely to spend twice as much as one who only buys in store.

### Could retailers become the next Lunn Poly?

Once one of the biggest names on the high street, travel agent Lunn Poly ceased trading in 2005 – an early victim of shoppers' move online.

Prins-Evers told delegates she believed that we were on the "tipping point" of seeing grocery shopping repeat the almost total move online that the travel sector first made. Online grocery shopping has hit the all-important £1bn mark, she added.

### There is a struggle to make online retailing comprehensible

Online shopping only works if it's easy and convenient for shoppers and if staff and store managers – and independent retailers – understand what the boffins are telling them to do.

Many speakers made this point, and yet there were more than a few instances of people saying things like: "We call it invisible shopping because the content that surrounds you becomes shoppable." More work needed, I think. ●



# PRODUCT NEWS

## What's new



### The fruity fizz that's one of your five

Radnor Fizz counts as one of your five fruit portions a day and is available in a variety of flavours, including Tropical, Apple and Forest Fruit.

RRP £1.89

Contact sales@radnorhills.co.uk



### Get ready to spread the good news

Wild and Game's new pâtés are available in two flavours – Grouse, Brandy & Herb and Pheasant, Pistachio & Port – and are supplied frozen, so are available all year round.

RRP £2

Contact info@wildandgame.co.uk



### A taste of Italy in a take-home tub

Suncream Dairies' Italian-style Gelato Gold ice cream is available in four flavours in 500ml take-home tubs, including Strawberries & Cream and Clotted Cream.

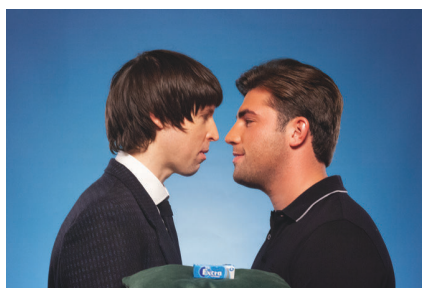
RRP £2.79

Contact rebecca@suncreamdairies.com



### Not just desserts

Swizzels' new range includes four new designs created by fans: Great British Dessert Chews, Pop Lollies, Mini Coladas and Love Yourself Hearts.



### Now it's personal

Mars Wrigley's new 'In My Personal Space' campaign features comedian Tom Ward throwing people off balance with a series of quick-fire questions.



### Time for tea

Coca-Cola European Partners' new campaign for Fuze Tea, 'Serve yourself a little me-time', will run across TV and video for three weeks.



### Choc full of goodness

Gnaw's new Healthier Chocolate range includes Milk/Dark Chocolate with Peanuts, Granola & Seeds and Milk Chocolate with Cranberries.



### Spooky roll-out

Warburtons has launched Halloween-themed packaging this autumn across its six-, eight- and 12-pack Sliced White Rolls range.



### Czech this out

London-based Bohem Brewery is launching four of its Czech-style lagers in 440ml cans, with RRP's ranging from £3.75 to £5.55.

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 [facebook.com/thisisRN](https://www.facebook.com/thisisRN)



## Christmas is in the bag

PepsiCo is launching three Christmas dinner-flavoured singles for its Walkers brand, with festive flavours including Brussels Sprouts.



## Oat cuisine

PepsiCo's campaign for Quaker Oats focuses on the brand's health benefits, highlighting its new look and reduced-sugar recipe.



## Meal in a mug

Symington's new Mug Shot Cup Soup is available in eight flavours including Roast Chicken, Wild Mushroom and Broccoli & Stilton.

# Cross-merchandise for a happy Xmas

by Priyanka Jethwa

[priyanka.jethwa@newtrade.co.uk](mailto:priyanka.jethwa@newtrade.co.uk)

Dedicated Christmas displays that promote cross-merchandising are a great way for retailers to drive sales in the run-up to the Christmas period, Coca-Cola European Partners (CCEP) has told RN.

From the end of October, Amy Burgess, trade communications manager at CCEP, said retailers should consider displaying soft drinks such as 2l and multipack formats close to the entrance of the store to encourage impulse purchases, as people begin to stock up for parties and celebrations.

At the same time, retailers should take advantage of cross-merchandising complementary categories together.



"During this period, soft drinks can be displayed alongside other products that are popular at Christmas, such as sharing snacks," she said.

"Retailers could offer discounts that are applied when bought together to boost sales."

Furthermore, to drive increased basket spend, retailers should consider siting soft drink mixers,

such as Schweppes and Coca-Cola, alongside their alcohol range so shoppers can stock up on everything they need in one go.

"Mixers are growing in popularity, and can help boost sales of spirits. This is partly due to the popularity of cocktails, as people are becoming more adventurous with home-made cocktails," said Burgess.

## Aunt Bessie's lifts lid on £4m drive to make roast dinners easier

Aunt Bessie's is investing in a £4m marketing campaign, 'Bring out the Bessie in you', centred on breaking down the complexity and time required to make a roast dinner.

It follows a 4.2% growth in the number of shoppers eating roast dinners this year, driven largely by an increase in people eating a roast mid-week.

While roast dinner consumption is up among all age groups, the most notable increase has come from millennials, who have eaten 9.5% more roasts in the past year.

Hannah Haas, marketing director at Aunt Bessie's, said: "Our latest campaign is centred on this insight, and aims to show the nation just how easy it is to enjoy a roast dinner at any time."

She added that with a brand value of £150m, Aunt Bessie's is continuing to grow year on year at 2.2%.

"We'll also be introducing new packaging in the New Year, featuring food photography.

"The website was also recently revamped, with new features such as meal inspirations," she added.

## Artisan tequila is on a high

With premium tequila currently in strong growth, Hi-Spirits has launched Corazón Tequila in the UK.

The range includes: Corazón Blanco, RRP £32; Corazón Reposado, RRP £35; Corazón Añejo, RRP £40; and Corazón Extra Añejo, RRP £50.

Dan Bolton, managing director of Hi-Spirits, said: "Tequila sales grew by 3.9% in value in the UK in the year to June 2018, with premium brands performing even more strongly as consumers continue to seek out spirits with craft and artisan credentials."

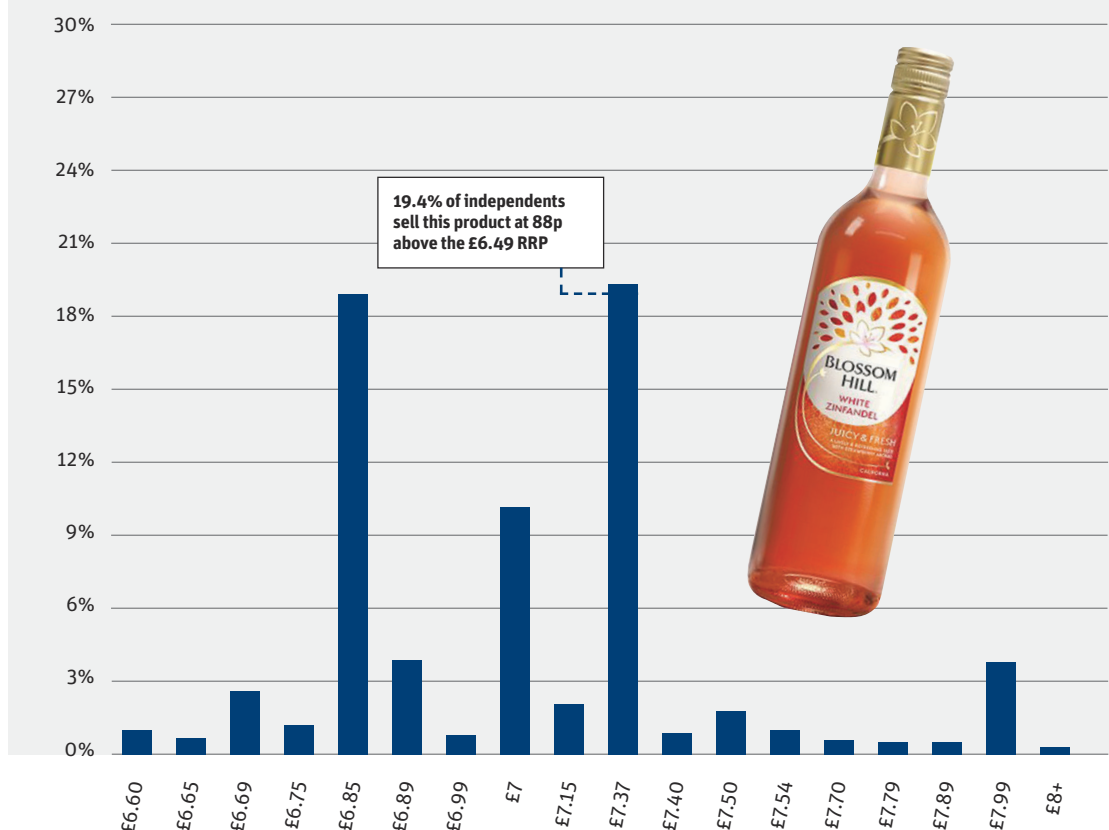


# PRICEWATCH

## Profit checker White and rosé wines

## Price checker

**BLOSSOM HILL WHITE ZINFANDEL 75CL** Price distribution %



## Analysis and retailer insight

From Asti to Zinfandel, downtrading in wine is one of the biggest headaches for alcohol manufacturers, and looking at the table (right), it's easy to see why. Nearly every single line in the multiples is consistently priced cheaper than Booker's RRP.

Retailers that try to play the multiples at their own game by stocking

wine at increasingly lower prices will eventually run out of steam, so it is great to see independents squeezing extra margin on popular lines such as Blossom Hill White Zinfandel (above) for the convenience of shoppers buying it on their doorstep.

Your shelf space deserves a pre-

mium. Yes, there will also be people looking to walk out with a £5 wine, but what can you stock that commands a price of £8-£10?

The vast majority of growth in the wine market is coming from products at this higher end, so if you're not stocking a premium offering, you are missing out.

### PRODUCT

**Hardys Bin 161 Chardonnay**  
75cl

**Hardys Bin 161 Sauvignon Blanc**  
75cl

**Echo Falls White Zinfandel**  
75cl

**Blossom Hill White**  
75cl

**Echo Falls California White**  
75cl

**Hardys VR Chardonnay**  
75cl

**Distant Vines Pinot Grigio**  
75cl

**Hardys VR Pinot Grigio**  
75cl

**Blossom Hill White Zinfandel**  
75cl

**Casillero Del Diablo Sauvignon Blanc**  
75cl

**Yellow Tail Chardonnay**  
75cl

**McGuigan Black Label Pinot Grigio**  
75cl

**Total**

### Bob Sykes

**STORE** Denmore Premier Food & Wine Store  
**LOCATION** Denbighshire  
**SIZE** 1,000sq ft  
**TYPE** estate

#### TOP TIP

If you don't have a huge store, stick to value wine brands rather than a premium range



**We don't have** an expensive range of white wine in store and a lot of that is to do with the lack of space and the fact there is an off-licence nearby. We stock a lot of price-marked white wines at £4, and we keep Hardys Bin 161 Chardonnay for £5.50. We try not to go over the RRP on white wines and try to keep as many promotions available as possible. Whenever there is a white wine promotion in our symbol group, we stock up and keep it on promotion until they replace the offer. This is partly down to our demographic - we want people to keep coming back.

### Mike Nicholls

**STORE** Costcutter  
**LOCATION** York  
**SIZE** 4,000sq ft  
**TYPE** neighbourhood

#### TOP TIP

Make sure to have a wide range and don't be afraid of pricing above the RRP



**We do a** lot of promotional activity through our symbol group on white wine, and Yellow Tail, Casillero Del Diablo and Co-op's own range are among the bestsellers. Co-op's popularity is down to its price and the fact that people trust the brand. We typically aim for a 20-25% profit margin on white wine, and do not stock any price-marked wines. When it comes to who buys white wine, it is still mainly women from across all age groups. It's a huge category in the running of our business, and it definitely helps when there is an offer on.

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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

## SUPERMARKETS

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LOCAL C-STORE IN SOUTH-EAST LONDON SUBURB	RETAILER 2 VILLAGE SHOP AND OFF-LICENCE IN HEREFORDSHIRE	RETAILER 3 SMALL OFF-LICENCE AND GROCERY STORE IN TEESSIDE	RETAILER 4 LARGE C-STORE IN A RESIDENTIAL AREA OF ESSEX TOWN	RETAILER 5 OFF-LICENCE AND C-STORE IN RESIDENTIAL MERSEYSIDE	RETAILER 6 OFF-LICENCE AND C-STORE IN DUNDEE CITY CENTRE	TESCO 1	SAINSBURY'S 2	ASDA 3
£5.53	£5.50	–	£5.50	£5.50	£5.50	£5.50	£5	–	–	–
£5.54	£5.50	£5.50	£5.50	£5.50	£5.50	£5.50	£5.50	–	–	–
£6.40	£6.69	£6.89	–	–	£5.49	£6.29	£5.99	£6	–	£5
£5.84	£6.59	£5.99	–	£5.50	£6.49	£5.99	–	£5	£5	£5
£5.37	£6.49	–	£5.99	£5.50	£6.29	£4.25	£4.99	–	–	–
£6.08	£6.79	£6.99	£6.79	£5.99	£6.99	£5.39	£5.99	£5	£4.85	–
£4.07	£4	–	£4	£4	–	–	£4	–	–	–
£6.17	£6.79	£6.99	£6.79	£5.99	£6.99	£5.39	£5.99	£5	–	–
£6.66	£6.49	£5.99	–	–	£7.79	£6.59	£5.99	£6	£5.50	£5.98
£7.51	£7.99	£6.50	£7.99	£7.99	£8.99	£6.99	£6.99	£8	£6.50	£7.98
£7.05	£7.49	£7.49	£7.49	–	£7.69	–	–	£7	£7	–
£7.85	£7.99	–	–	£7.99	–	–	–	–	–	£6.48
<b>£74.07</b>	<b>£78.31</b>							<b>£42</b>	<b>£28.85</b>	<b>£30.44</b>

\* from a sample of 3,500 stores

## Vince Malone

**STORE** Tenby Post Office  
**LOCATION** Pembrokeshire  
**SIZE** 900sq ft  
**TYPE** town

### TOP TIP

It's about understanding the market and your customers and focusing on the bestsellers in your area



**We generally stick** to the RRP when it comes to white wine as our nearby competitors – including Londis, Spar and Co-op – tend to go 10% up on the RRP, so we need to match them, or go lower. It's a competitive market, and we find that it's all about building customer loyalty to encourage them to repeat purchase. We do particularly well on bigger brands when they are on offer. We've seen an uptake on sales of Yellow Tail. Jacob's Creek is also popular, but that sells better when it's on promotion, whereas people buy Yellow Tail all the time.

## Harry Patel

**STORE** Kwiksava  
**LOCATION** Warlingham  
**SIZE** 1,000sq ft  
**TYPE** town

### TOP TIP

Keep a few popular wines among some of the lesser-known ones to draw attention to them



**Sometimes we will** price above the RRP and sometimes go below – it depends on the brand, what the demand is and what my competitors are selling. There is a Co-op across the road, but I have a larger selection of wines, which helps my footfall. Casillero Del Diablo has been on TV a lot lately, so I've made sure to sell its entire range, including all its white wines. As a result of this, the brand has been very popular, so I keep the prices on it slightly higher. On the weekend, the majority of white-wine drinkers seem to be women.



# DON'T MISS NEXT WEEK'S ISSUE

OUT  
2 NOVEMBER



## The average c-store invests nearly £14,000 into their business each year

RN finds out what the most successful  
retailers spend the money on



The best independent retailers stay ahead  
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# COLUMNIST



**Neville Rhodes**

## Unfair distribution

**Why sticking to an out-of-date distribution system for magazines penalises retailers and causes unacceptable waste**

**T**he agreement on a new five-year contract, worth £150m a year at current values, between magazine distributor Frontline and wholesaler Smiths News is a big deal for only one reason: the latter company couldn't survive without it.

As the biggest magazine distributor, Frontline and its wholly owned subsidiary Seymour, with its near-60% combined market share, could have led moves towards an alternative distribution system for magazines, but it has stuck to the long-standing model of piggy-backing on the newspapers.

This model has survived only because a disproportionate share of the costs is borne by retailers through carriage charges.

Maybe Frontline is right in thinking that the existing system will last for the next five years, but against a background of shrinking retail profits and rising carriage charges, this looks increasingly unlikely.

The number of retailers willing to pay between £6 and £9 a day

to receive their newspaper and magazine supplies has been falling, and as this trend gathers pace, the wholesalers will come under increasing financial pressure.

A 5% loss of retail customers would cut the wholesalers' profits by at least £5m a year.

The wholesalers' response to dwindling revenues has been to cut costs, but there is only so far this can be taken without affecting service levels – and that point was passed several years ago.

The number of complaints to the NFRN Connect members' helpline about service failings by news wholesalers was more than 13,000 during 2017, a 27% increase over the previous year.

It's not only independents who are complaining; the supermarkets have also called for changes.

Their wish list includes better allocation systems for magazines, with an unsolds target of less than 10%, and off-sale dates printed alongside barcodes.

Both of these demands highlight a fundamental problem with the



**This has been going on for so long that many retailers probably no longer care whether the copies sitting on their shelves are sold**

current system for distributing magazines: it pushes far too much product into the market, creating wildly wasteful levels of unsolds. It also means that most retailers' magazine displays are overcrowded.

This has been going on for so long that many retailers probably no longer really care whether the copies sitting on their shelves are sold. Instead, they focus on ensuring they send back their unsolds on time and receive credit for them.

This needs to change, and switching to net sales invoicing would be a good start. Just because most magazines are on SOR doesn't mean that a charge for the full supply has to be raised on delivery.

A delivery note showing the quantity, unit price and the terms would suffice initially, with charging deferred until returns had been taken into account.

This is the form of accounting used for most other products on SOR, so why not for magazines? We know the answer to that question. It's all about wholesalers' cashflow.

Now that Frontline has followed News UK – which renewed its contract with Smiths News in July – in effectively endorsing a status quo for the distribution system by agreeing new long-term deals with the UK's biggest wholesaler, it is vital that they and other leading publishers keep putting pressure on the wholesalers to make the news-trade much more retailer-friendly.

Otherwise, their new five-year contracts won't be worth the paper they are written on long before their end-dates.

*Neville Rhodes is a freelance journalist and former retailer*

### ★ Time to fix late deliveries

✚ A leading publishing industry commentator wrote recently that "the perennial problem of late deliveries should be fixable". I agree, but unfortunately there is nobody in authority able to mend it. The morning I wrote this column, I expected the papers to be late following the previous evening's Spain versus England football match, so I delayed my walk up to the newsagents by about 45 minutes until 7am. I was too optimistic: the papers didn't arrive until 7.15. The shop's weekday RDT is, and has been for many years, 5.45. Sadly, this has become "a custom more honoured in the breach than the observance", but it needs to be fixed before any more early-morning sales are lost.



# XMAS MAGAZINES

## Get the gift of profit this Christmas



The number of magazines flooding the market in the run-up to Christmas can be overwhelming, so **Marcello Perricone** is here to help guide retailers to the best trending titles during this profitable end-of-the-year period

**C**hristmas is almost here again. As the temperature drops and sales rise, publishers start to put their plans for the most profitable season of the calendar in motion.

"Christmas is the biggest publishing event in the year," says Martin Hoskins, head of news-trade marketing at Immediate Media. "We generate about £35.5m in those three months alone – it's absolutely huge."

The reason for that performance comes from the varied nature of the festive season, with trends changing every year and consumer interest peaking in different areas at different times during the three-month run-up. Fans of cooking and home décor get their hands full in

November as food and home interest magazines ramp up, while hobbyists who want to make their own decorations and gifts have already seen crafting magazines arrive on newsstands this month.

Then comes the biggest sellers of all: TV listings. This sector is dominated by the December double issue of Radio Times, whose 2017 Christmas edition sold 2.26m copies and was solely responsible for 12.5% of that magazine's yearly revenue.

With all of this in mind, it's unsurprising that publishers start heavily investing at this time of year – expanding titles' on-sale dates and providing news and mags retailers with specific support and advice.

"The majority of Christmas magazine sales take place in the

# “

**We generate about £35.5m in those three months alone – it's absolutely huge**

first eight weeks, but it's important to continue to display and support them right up to Christmas," says Mark Kenton, magazine marketing manager at Media 10. "Christmas magazines have been a growth area over the past few years, as they provide readers with a valuable source of information and inspiration during a key consumer spending period."

Hoskins adds: "We do a huge amount of analysis, looking at where sales have been best throughout the year and we can then target those stores in the run-up to Christmas."

"We invest heavily in indies with PoS, as they're a critical channel for us. There's a huge amount of revenue to be enjoyed by retailers and publishers at this time of the year, so it's all about working collaboratively where we can."

To make that collaboration even better, RN looks at how consumers' focus will shift in upcoming weeks, and which titles independent retailers should stock.



## NOVEMBER

November is characterised by the focus on food and planning, with readers interested in how to best prepare for the upcoming festivities. Titles such as BBC Good Food, BBC Good Food's Homemade Christmas and Simply Christmas therefore perform well, with the main BBC title expected to generate around £800,000 until the end of the year.

"November's BBC Good Food Christmas is the biggest-selling food magazine of the year, selling four times the usual rate," says Simon Carrington, publishing director of BBC Good Food. "It appeals to anyone with a passion for food looking for a Christmas showstopper."

Home decoration also takes centre stage, as people receive guests in their home and aim to make the best of impressions.

"2018's Good Homes Ultimate Christmas magazine includes the latest seasonal styles to give interiors that 'wow' factor, including decorations, table settings and 19 pages of plan-ahead food and drink recipes," says Kenton. "We have invested in supplying additional copies to the independent sector this year, and we encourage retailers to create their own themed Christmas display in stores incorporating Christmas cards, crackers and stationery items to create extra interest and sales."



Key Title: BBC Good Food

Food magazines  
this Christmas  
are expected  
to generate  
**£3.4m**  
across the industry

### TOP TIP

Display titles as soon as they arrive in store to generate sales from the most loyal readers



## DECEMBER

December is a hotbed of activity, as most seasonal magazines launched in the previous months remain on sale while new titles join the market. The proximity to the end of the year creates both nostalgia and anticipation, with many publications, from motoring's Autocar to enthusiast's Home Cinema Choice, focusing on features reviewing the almost-gone year or adding value with calendars.

The most profitable category, however, is TV Listings, composed of titles such as TV Choice, What's on TV and TV Times. At the top of the pile, though, is the December issue of Radio Times.

"The biggest issue of any magazine in the entire publishing calendar is Christmas' Radio Times," says Hoskins. "It is a behemoth of an issue that generated more than £6m alone last year, and we expect the 2018 edition will generate a similar level of revenue."

To support that special issue, Immediate is investing in marketing material and social media, both to help impulse purchases and targeted sales.

"We produced a PoS pack for key independent retailers for the Radio Times 95th anniversary in September, and we will be doing the same with the Christmas issue," says Hoskin.

"We're very conscious about cluttering stores with free-standing display units, so we'll target around 1,000 independent retailers who we feel have got the space and really support that magazine."

Elsewhere in the market, The Economist and New Scientist are among the regular titles who will be putting out Christmas specials, providing the newsstand with options and creating a comprehensive offering for newsagents everywhere. ●

### TOP TIP

Retailers can make the most of the season by displaying copies throughout the on-sale date, and not returning additional volume early



Key Title: Radio Times

One-shot Christmas  
titles generated  
nearly  
**£500,000**  
in sales in 2017



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# WINTER ICE CREAM

## The big chill

The hot summer hasn't ended the opportunities in the ice cream category. **Priyanka Jethwa** gives the category a winter survival kit

**W**hile ice cream is an easier sell in summer, there are events, trends and retailing strategies that can bring huge success throughout winter – and it starts with Halloween, Bonfire Night and Christmas.

Three quarters of consumers are planning to entertain friends and family at least once a month until December, and one in three 18- to 34-year-olds are planning to entertain at home over the next six months.

And, as with other categories, ice cream sales are now reflecting consumer demands and requirements. "This is especially true for independent retailers, where space is limited," says Vicky Upton, head of marketing at Alpro UK & Ireland. "Retailers need to adapt their ranges to address changes in consumer demand."

Jack Matthews, who runs Bradley's Supermarket (Nisa Local) in Leicestershire, says a key trend he has noticed is more shoppers buying premium brands, such as Northern Bloc, which sells for £4.99. But he still ensures he meets the needs of shoppers on a budget.

"We offer a range of ice creams at different prices – from value all the way up to premium – some people are happy to pay the extra," he adds.

With the market so fragmented, RN provides an update on what

you need to know in each part of the market.

### SPECIALIST DIETS

With an increased focus on well-being, more shoppers are opting to follow free-from diets, whether it be for nutritional or compulsory reasons. This has seen suppliers reformulating their recipes to contain less sugar, while launching products that are dairy- or gluten-free.

This is also true for the ice cream category, where plant-based ice creams are thriving. While sales of plant-based are growing by 22% for retailers – and sales of brands such as Alpro are growing ahead of this at 26% – convenience retailers are only ringing up 2% of total these sales. Upton says retailers should make more of this opportunity.

Furthermore, Rob Rona, director of new products, services and markets at The Triangle Nutrition, which owns brands NutriPot, Light Bites and Numai Noodles, says this trend for plant-based is here to stay.

"We're still seeing an increase in popularity for current market-dominating trends. The demand for plant-based, natural or vegan products is showing no signs of slowing down," he says.



**Retailers need to adapt their ranges to address changes in consumer demand**

**22%**  
The growth of plant-based ice cream

### DID YOU KNOW...?

Ice cream sales in the convenience channel have grown by 5% year on year, thanks to the rise in demand for novelty flavours.

### A DASH OF SUGAR AND A SPRINKLE OF SPICE

Seasonal flavours are key to increasing ice cream sales over winter months, and while many opt for warming drinks over an icy treat, there is still demand for the sweet dish.

Cecily Mills, chief executive officer of Coconuts Naturally, says consumers want flavours and tastes that reflect the occasion – seasonal fruit for autumn, spices for Christmas and a good dose of alcohol to warm up the palate at any winter-time event.

Meanwhile, Sally Newall, managing director at Simply Ice Cream, says retailers can further capitalise by cross-merchandising similar products together and offering promotions, such as ranging a premium hot pudding from a local producer alongside ice cream. "Paired promotions such as a quality cook-at-home meal, a bottle of wine and a quality ice cream would make a winning combination for a stay-in date night," she adds.

### DID YOU KNOW...?

Wrapped handheld ice creams are





# WINTER ICE CREAM

worth £711m, representing 58% of the category – up 18.6% year on year.

## GETTING THE RIGHT FORMATS

Despite all the choice in the market, shoppers should focus on one key at-home format according to one leading supplier.

Michelle Frost, general manager at Mars Ice Cream, says 68% of people opt for ice cream sharing tubs, with one in three preferring to serve ice cream on a stick and one in five an ice cream bar.

Results from the supplier's survey indicates that ice cream continues to dominate as a top choice for big night in and home entertaining. The survey also revealed that two-thirds of respondents always have ice cream in the freezer. "It's

clear that tubs and share-at-home products are driving growth within the ice cream category. So, stock eye-catching packaging and familiar branded tubs to capitalise on the trend," Frost says.

Newall says that with Christmas, Bonfire Night and Halloween being events where people are most likely to gather together, sharing

tubs make an easy dessert option for shoppers to serve. Plus, with the trend in premiumisation dominating so many categories, ranging a selection of premium brands can help build additional profit.

**42%**  
of all ice  
cream sales  
are tubs

## DID YOU KNOW...?

The tub format is now worth £504m, up 8.9% year on year, representing 42% of all ice cream sales. ●



## Top of the tubs

### Mars Ice Cream



### Simply Ice Cream Gingerbread



### Ben & Jerry's Topped Pretzel Palooza



### Alpro Almond Salted Caramel



### Coconuts Naturally Rum & Raisin



### Magnum Chocolate & Hazelnut Praline



# THIS WEEK IN MAGAZINES



## Launch of the week

# GET ON BOARD WITH THIS MILITARY MONEY-SPINNER

**Make the most of the public's reliably lucrative fascination with military matters by stocking Tandy Media's in-depth look at the current state of the most powerful navy on the planet**

**MILITARY MAGAZINES GENERATE** more than £4.8m a year in revenue, thanks to loyal readers who often buy more than one magazine at a time. Publisher Tandy Media is well aware of that, and is launching 2019's Guide to the US Navy.

This one-shot 100-page magazine delves right into the world's largest navy, from fleet composition and orders of battle to analysis of the F-35 aircraft and US Marine Corps.

Distributor Seymour expects the guide to do well as we head into 2019, so make sure to display it prominently in your specialist section.



**GUIDE TO THE  
US NAVY 2019**

**On sale out now**

**Frequency one shot**

**Price £8.50**

**Distributor Seymour**

**Display with Navy  
News, History Of War,  
AirForces Monthly**

## My week in magazines



**Marcello Perricone**

Magazines reporter

[marcello.perricone@newtrade.co.uk](mailto:marcello.perricone@newtrade.co.uk)

# THERE'S NOTHING QUITE LIKE A ROYAL WEDDING

We're barely out of the shadow of one royal wedding before another is making the rounds. Princess Eugenie's marriage last week prompted front-page coverage from weekly women's magazines, and while many expected it to be less noteworthy than Prince William's to Meghan Markle, sales have been surprisingly good.

According to several newsagents, the event has generated a fair amount of footfall, with John Vine from News World in Shropshire seeing an especially strong performance. "I didn't expect anything from that wedding, but Hello! has been selling phenomenally well," he said. "It's been flying off the shelves."

I asked Hello's associate publisher, Roger Williams, for figures, and he said that it was too early to have a complete picture, but this edition seems to be doing well.

"We won't have proper numbers until the magazine goes off sale, but we have anecdotal evidence from retailers that it's been selling really well," he told me.

"We couldn't predict how well this issue would perform, as the last wedding was a Saturday event – we never seem to have a reliable precedent with weddings."

The public's appetite for royal events seems to have no end, and retailers can make a fair profit by capitalising on special editions covering their unique events.

Be sure to display current copies prominently to encourage impulse sales, and keep an eye out for special and collectable issues in the upcoming weeks to make the most of this opportunity.



## 2019 OFFICIAL STICKER COLLECTION

**STARTER PACK: £2.99 RRP**  
**STICKER PACKETS: 70P RRP**

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## SYMBOL KEY



Price change



Launch



Frequency change



Bumper issue



One shot



Special issue



Free gift



Competition



## TRAIL RUNNING

- This hobbyist magazine is aimed at amateur and veteran enthusiasts, providing them with gear reviews and route advice.
- 2018's last issue has articles about diet, the best foods for long and short runs, plus advice on tackling mountain paths and the London Marathon.

**On sale** 1 November  
**Frequency** bimonthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Trail, Country Walking



## GOOD HOMES

- A home interest magazine focused on decorating trends and makeovers, Good Homes features style guides and product reviews.
- This Christmas edition is themed around ideas for all types of seasonal looks, from the rustic to the modern.

**On sale** 31 October  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** Ideal Home, House Beautiful



## UTOPIA KITCHEN &amp; BATHROOM

- Utopia is dedicated to bathrooms and kitchens, giving readers inspiration when refurbishing their rooms or building them from scratch.
- December's edition is focused on winter homes and how to make chilly rooms ready for the upcoming cold season.

**On sale** 31 October  
**Frequency** monthly  
**Price** £4.75  
**Distributor** Marketforce  
**Display with** Essential Kitchen Bathroom Bedroom



## WHO DO YOU THINK YOU ARE?

- This is aimed at anyone interested in genealogy, and features a new design and bigger A4 size.
- This issue focuses on the centenary of the Armistice, and includes a complete guide to researching ancestors in the First World War.

**On sale** out now  
**Frequency** monthly  
**Price** £5.25  
**Distributor** Frontline  
**Display with** BBC History, National Geographic History



## MATCH

- This football magazine is aimed at children and teens, and includes features, activities and posters related to the sport.
- This month's edition comes with a free Panini FIFA 365 album and three packets of stickers, alongside an A5 puzzle book.

**On sale** out now  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Seymour  
**Display with** FourFourTwo, When Saturday Comes



## BANZAI

- A motoring periodical solely dedicated to Japanese cars, Banzai covers news, features and test drives about the best sports cars.
- December's issue comes with a Performance Motors calendar and a 32-page Christmas gift guide.

**On sale** out now  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Jaguar World, BBC Top Gear

SPECIALIST CHOICE  
JOHN VINE, NEWS WORLD,  
CHURCH STRETTON

KNITTING\*BAKES\*QUILTING\*BEADING\*EMBROIDERY

**On sale** out now  
**Frequency** quarterly  
**Price** £12.99  
**Distributor** Frontline

## PRIMA MAKES

## Who buys it?

Mainly ladies over the age of 30, with interests such as cooking and crafting.

## How do you display it?

We currently have Prima Makes on display in two places: the knitting and crafting sections, and also by the Christmas cards.


Bestsellers  
Gardening

Title	On sale date	In stock
1 Gardeners' World	25/10	<input type="checkbox"/>
2 Garden News	27/10	<input type="checkbox"/>
3 Amateur Gardening	27/10	<input type="checkbox"/>
4 Modern Gardens	31/10	<input type="checkbox"/>
5 Garden Answers	10/10	<input type="checkbox"/>
6 Kitchen Garden	25/10	<input type="checkbox"/>
7 Grow Your Own	04/10	<input type="checkbox"/>
8 The English Garden	10/10	<input type="checkbox"/>
9 Gardens Illustrated	11/10	<input type="checkbox"/>
10 Country Smallholding	18/10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

marcello.perricone@newtrade.co.uk  
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## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	34	60	<b>8.99</b>
British Steam Railways	34	50	<b>1.99</b>
Build the Jaguar	85	100	<b>8.99</b>
Build Your Own R2-D2	94	100	<b>8.99</b>
Cake Decorating	33	90	<b>3.99</b>
Classic Dinky Toys Collection	22	60	<b>11.99</b>
Enhancing Your Mind, Body, Spirit	94	120	<b>3.99</b>
Magiki Cuddle Buddies	26	30	<b>3.99</b>
My Animal Farm	70	70	<b>5.99</b>
Star Wars Helmet Coll'n	74	80	<b>9.99</b>
Zippo Collection	82	100	<b>19.99</b>
<b>EagleMoss</b>			
DC Comics Graphic Novel	83	100	<b>9.99</b>
Game of Thrones	59	60	<b>9.99</b>
My Little Pony			
Colouring Adventures	85	80	<b>4.50</b>
Star Trek Ships	136	130	<b>10.99</b>

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	31	80	<b>9.99</b>
Art of Quilting	47	150	<b>3.99</b>
Assassins Creed:			
The Official Collection	44	80	<b>9.99</b>
Big & Little Crochet	18	72	<b>4.99</b>
Classic Routemaster	40	130	<b>8.99</b>
Draw The Marvel Way	74	100	<b>4.99</b>
Marvel's Mightiest Heroes	127	130	<b>9.99</b>
The All Killer No Filler			
Deadpool Collection	5	60	<b>1.99</b>
Transformers GN Collection	49	80	<b>9.99</b>
Warhammer	56	80	<b>9.99</b>
Warhammer 40,000: Conquest	8	80	<b>1.99</b>
<b>Panini</b>			
F1 Collection	67	70	<b>10.99</b>
Marvel Figures	21	84	<b>11.99</b>
Supercars	5	60	<b>2.99</b>

## Collectables

Title	Starter	Cards
<b>Panini</b>		
Disney Favourite Friends		
Sticker Collection	<b>2.99</b>	<b>0.60</b>
England Adrenalyn XL		
Trading Cards	<b>4.99</b>	<b>1.50</b>
FIFA 365 Trading Cards	<b>4.99</b>	<b>1.00</b>
Jurassic World		
Sticker Collection	<b>2.99</b>	<b>0.70</b>
L.O.L Surprise!		
Sticker Collection	<b>2.99</b>	<b>0.60</b>
Marvel Avengers: Infinity		
War Sticker Collection	<b>2.99</b>	<b>0.60</b>
Tangled TV Series		
Sticker Collection	<b>2.99</b>	<b>0.60</b>
2018 FIFA World Cup Russia Adrenalyn XL		
Trading Card Game	<b>5.99</b>	<b>1.50</b>
2018 FIFA World Cup Russia Official		
Sticker Collection	<b>3.99</b>	<b>0.80</b>
<b>Magic Box</b>		
Zomlings Series 6		<b>0.50</b>
Star Monsters		<b>1.00</b>
SuperZings Series 2		<b>5.00</b>
<b>Topps</b>		
I Believe In Unicorns		
Sticker collection	<b>3.00</b>	<b>0.60</b>
Journey to Star Wars	<b>4.99</b>	<b>1.00</b>
Match Attax 2017/18	<b>4.99</b>	<b>1.00</b>
Num Noms sticker cl'l'n	<b>2.99</b>	<b>0.50</b>
Premier League		
Sticker collection	<b>1.99</b>	<b>0.50</b>
Ring Pop Puppies	<b>2.00</b>	–
Shimmer and Shine		
Sticker collection	<b>3.00</b>	<b>0.60</b>
Shopkins World Vacation	<b>3.00</b>	<b>0.60</b>
Star Wars: The Last Jedi		
Sticker collection	<b>3.00</b>	<b>0.60</b>
UEFA Champions League		
Sticker collection	<b>4.00</b>	<b>0.60</b>
WWE Slam Attax 10		
Trading Card Game	<b>4.99</b>	<b>1.00</b>
<b>DeAgostini</b>		
Magiki Princesses		<b>2.50</b>
Magiki Unicorns		<b>2.99</b>
Sharks & Co		<b>3.50</b>

## Newspapers

## Daily newspapers price/margin pence/margin %

Sun	50p	11.15p	22.3%
Mirror	75p	16.05p	21.4%
Mirror (Scotland)	75p	17.12p	21.4%
Daily Record	75p	16.05p	21.4%
Daily Star	40p	7.26p	22.5%
Daily Mail	70p	15.62p	22.31%
Express	60p	13.31p	22.5%
Express (Scotland)	60p	13.31p	22.5%
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	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	19.11p	21%
Express (Scotland)	90p	19.11p	21%
Telegraph	£2.20	49.5p	22.5%
Times	£1.90	39.9p	21%
FT	£4.00	88p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	£1	21.5p	21.5%
i (N. Ireland)	£1	21.5p	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	£1.20	23.1p	21%
Sunday Mirror	£1.60	33.6p	21%
People	£1.60	33.6p	21%
Star Sunday	£1	19.89p	21%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.80	37.8p	21%
Sunday Mail	£1.90	38.76p	20.4%
Sunday Telegraph	£2.00	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	£1.50	31.5p	21%
Sunday Post	£1.90	37.5p	19.75%

## Weight Watchers 13-14 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,600g	560g	190g	9	45g
Sunday Times	910g	390g	30g	4	10g
Times	876g	160g	100g	7	45g
Mail on Sunday	770g	370g	45g	1	45g
Observer	770g	370g	45g	1	5g
Daily Mail	705g	125g	70g	5	45g
Guardian	655g	340g	15g	5	45g
Sunday Telegraph	615g	145g	65g	1	15g

## 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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Bromley Area  
Leasehold £120,000  
Takings £486,473pa Ref:T33346Z

Kent & Sussex

01273 803777

[www.emfgroup.com](http://www.emfgroup.com)

Head Office: 01404 813952



Newsagent with Accommodation  
Harlow, Essex  
Leasehold £59,950  
Takings £6,000pw Ref:T31432YB

Herts/Beds/Essex 01908 904555



High t/over News Lotto  
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Leasehold £85,000  
Takings £10,340pw Ref:T31360NW

North West

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