



the power of magazines

feedback from the retail marketplace

PPA

Background + brief + methodology

First step in “Power of Magazines”

- How retailers view the category
- The information + support that publishers might provide

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Methodology

- 5 wide-ranging interviews
- Wessenden’s annual retailer survey (21 retailers)
- Ad hoc data collection

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Report-back + discussion at Retail Forum

Report-back agenda

Overview

- The role of magazines in retail offer
- Magazine characteristics

Key areas in more detail

- Industry trends + future
- Promotions
- Processes
- Data

Observations + conclusions



Three recurring themes from retail

**“We are not all the same.
One size does not fit all.”**

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Speaking a different language.”**

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**“We are not all the same.
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**“We always seem to be talking
at slightly cross-purposes.
Speaking a different language.”**

**“I get so frustrated with the category
because it is such a great category!”**

Role of magazines in the retail offer

- Profitable line in their own right
- Enhancing the shopping experience
- Established part of shopping experience
- Basket builder
- Traffic builder

Magazine characteristics

- Fun, complex, varied, characterful
- Industry full of creative ideas + people
- Fast-moving, responsive to social trends
- Personal identification

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But this can also mean.....

- Anarchic + fragmented + last-minute
- Brand-centric + publisher-driven
- Publisher controlled product + processes
- Does not fit standard retail disciplines

Other magazine issues for retail

- Currently soft sales
- Industry collaboration
- Publisher shopper focus
- Publisher promotions
- Publisher / distributor attitudes
- Quality + speed of data
- Nature of regular contacts
- Publisher commitment to retail channel



key areas

- industry trends + future
- promotions
- processes
- data

*“We all need to start showing
some wins for N+M.....
otherwise it will lose space or be
cut out completely.”*

Magazine industry trends + future

“We all need to start showing some wins for N+M. Otherwise it will lose space or be cut out completely.”

- What is happening to the market?
- What is predicted to happen in the future?
- Is there real commitment to the retail channel?

Magazine promotions

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“Promotions” to retailers =

- Price + value.
- Retailer exclusive.
- Straddle more than one publisher/distributor.
- Part of an ongoing programme.
- Build frequency + loyalty.

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Yet how & why do consumers buy magazines?

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Magazine processes

“Processes have evolved around serving small, single outlet, N+M specialists. Everything needs to be streamlined for non-specialist staff and for multiple operations”

- Simplify in-store processes.
- Make wholesale processes look identical.
- Make N+M processes look like other products.
- Help to reduce shrink.
- Extend scope of SBR.

“There are few industry-wide benchmarks and tracking stats. And what is available is out-of-date and very generic.”

Magazine data

*“There are few industry-wide benchmarks and tracking stats.
And what is available is out-of-date and very generic.”*

- Focus on value not volume
- Faster data (use of retailer EPoS data)
- Consistent measures + definitions
- Better analysis of existing data
- More focus on shopper metrics
- More focus on shopper insight
- More focus on “my business”



observations + conclusions



Observations

- Magazine strengths often the source of frustrations
- Acknowledging what is truly unique + structural
- Acknowledging what is good about what is
- Acknowledging what will really make a difference
- Understanding each other's businesses
- Managing a brand-driven business
- The realities of promoting brands
- Managing complex + multi-channel products
- Managing micro products + manufacturers
- Balancing creativity against process



Possible areas of activity

- Coherent + updated view of market trends + futures
- Consistent industry statistics + definitions
- Induction + training + support for retailers
- Induction + training + support for publishers
- Management + comms of process improvements
- Deeper + more detailed shopper insight
- Deeper + more detailed promotional insight

Key themes

- Underlying enthusiasm + commitment
- Recognising common aims + threats
- Understanding + communication
- Engagement
- Realism
- Urgency!



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