



“What kind of retail network do we need for newspapers and magazines so that we can adapt to changing shopper habits?”

Charlotte
Watts

Michael
Carruthers

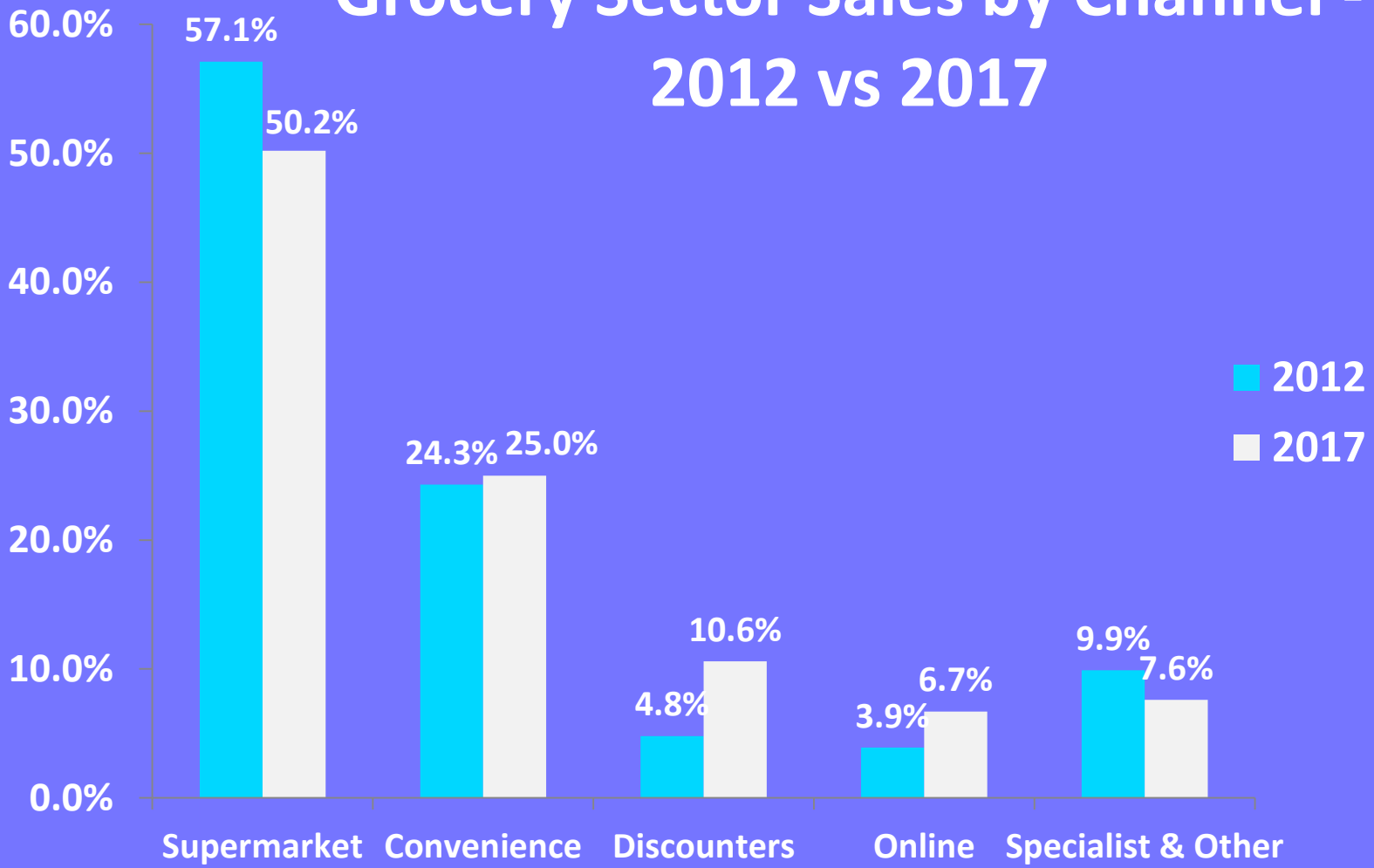
Daniel
Kelleher

Benjamin
White

Agenda

- Changes in shopper habits
- Challenges in the retail network
- The current newspaper and magazine market
- Strengths of the market
- Ideas and changes
- Summary & Conclusion
- Questions

Grocery Sector Sales by Channel - 2012 vs 2017



Data: Mintel, 2017

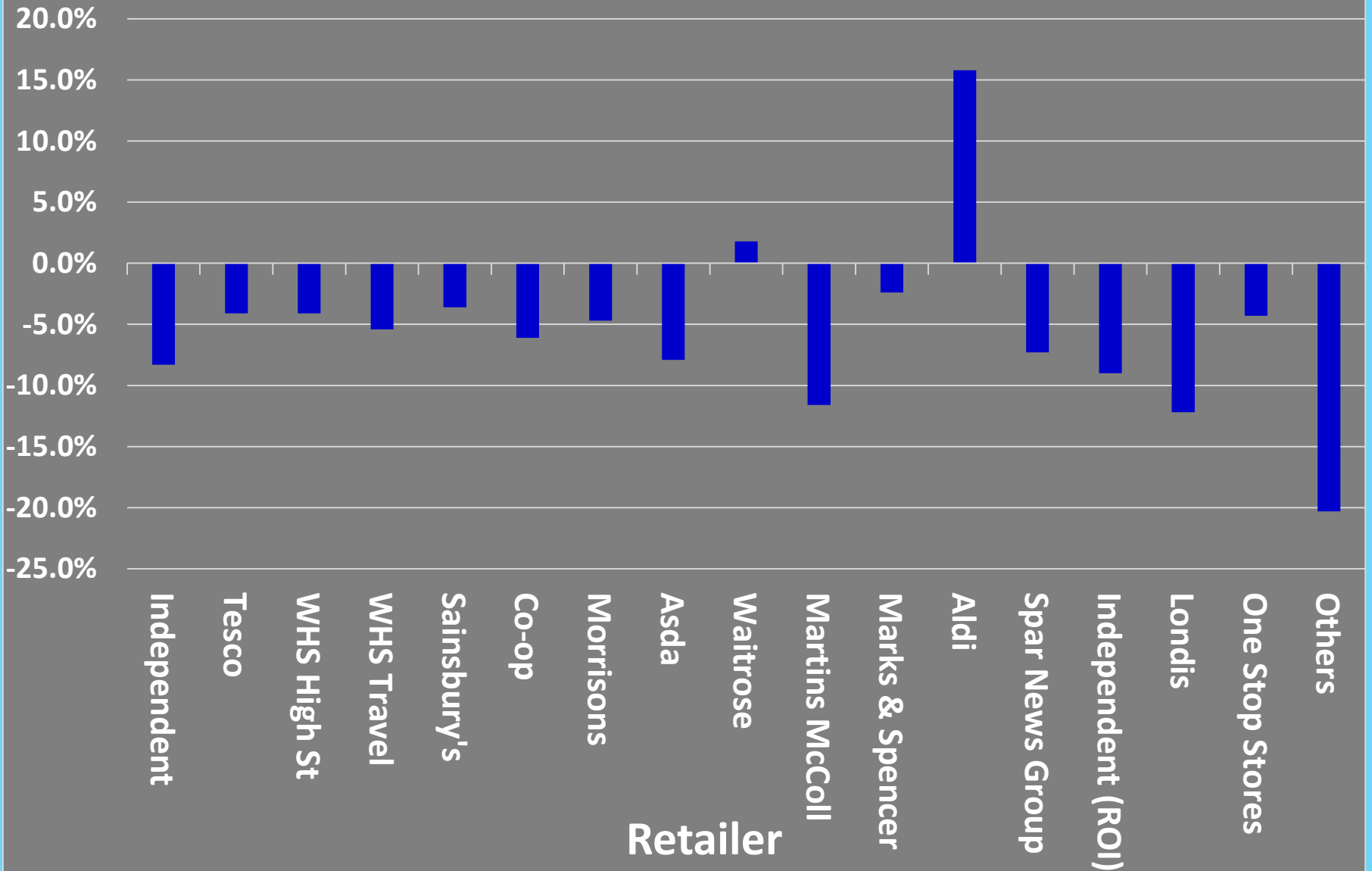
***What does this mean for
newspapers and magazines***

?





Magazine RSV Variance YOY by Retailer



Data: April 2016-April 2017, Smiths News

Strengths of the Newspaper and Magazine Market

- 1 The market generates **£2.7billion** per year
- 2 Certain retailers & sub-categories remain in **growth**
- 3 **Established** retail & supply chain network
- 4 Print remains **vital** for multimedia companies

Recommended Changes for the Newspaper and Magazine Market

- Cross/out of category promotions and creative offers
- Specialist meal deals for convenience
- In store experience and magazine space/navigation
- Online opportunities

Recommended Changes for the Newspaper and Magazine Market

Store specific ranging

- Customised ranges based on location, demographic and past sales
- Increased revenue per square foot
- Results to date are positive
- Will require additional analysis and resource

Conclusions

- 1 Changes in shopper habits means increased sales through discounters and convenience stores
- 2 The category faces multiple challenges which has lead to RSV decline YoY
- 3 Newspaper and Magazines remains a valuable, key category and focus for publishers
- 4 Recommendations Changes: creative promotions, a more 'shoppable' category, exploring online opportunities and store specific ranging



**Thank you for
listening.**

We welcome any questions.