

ACE EMPOWER

Multiple Retail
Syndicate

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Multiple Retail Syndicate

1. What **market conditions** and **challenges** are newspapers and magazines facing now?
1. What will these look like in **two years** time?
1. What plans & strategies should you be putting in place now to **hold retail floorspace** and **optimise sales** in 24 months?

1.

Market Challenges

What market conditions and challenges are newspapers and magazines facing now?

Demographics

Millennials



Families



The Retired



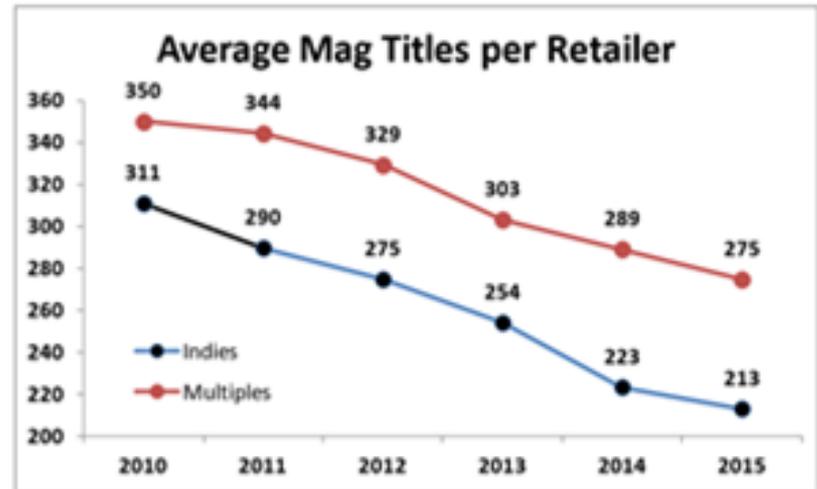
Floor Space

How is the category losing space in stores?

- Store Closures
- Refits/Bay Position
- Category Exits

Why is the category losing space in stores?

- Declining Sales
- Focus on Convenience/F2G
- Title Closures & Less Launches

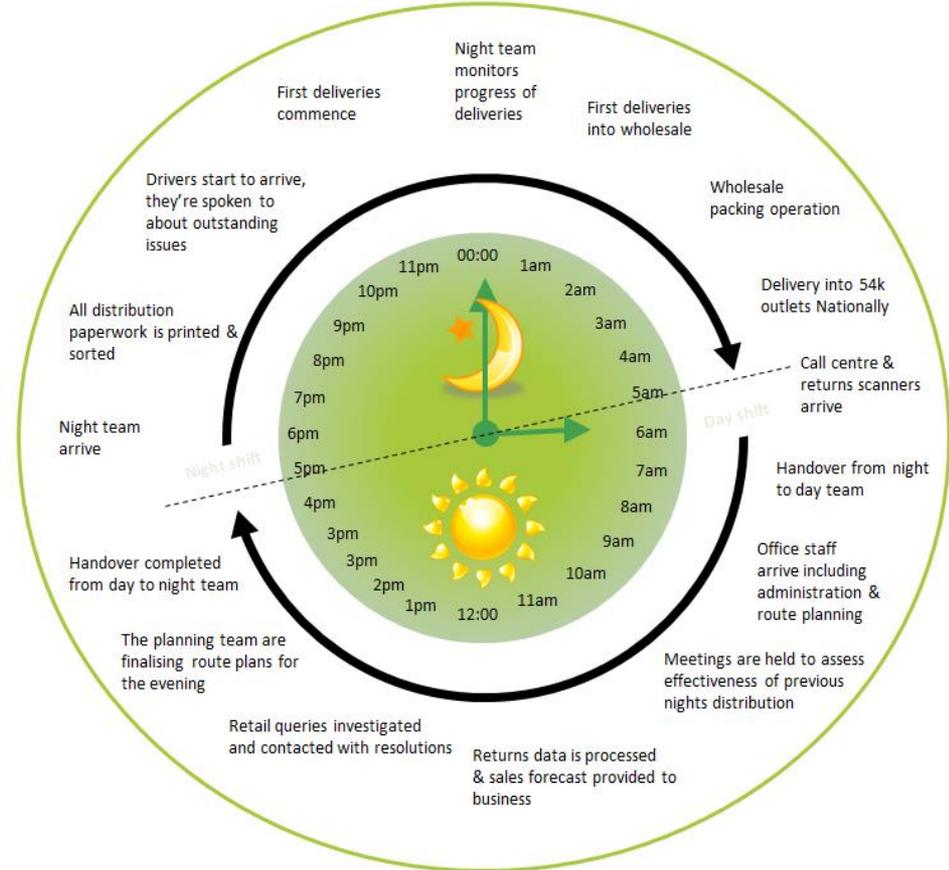


A Unique Sector

The Nightly Miracle

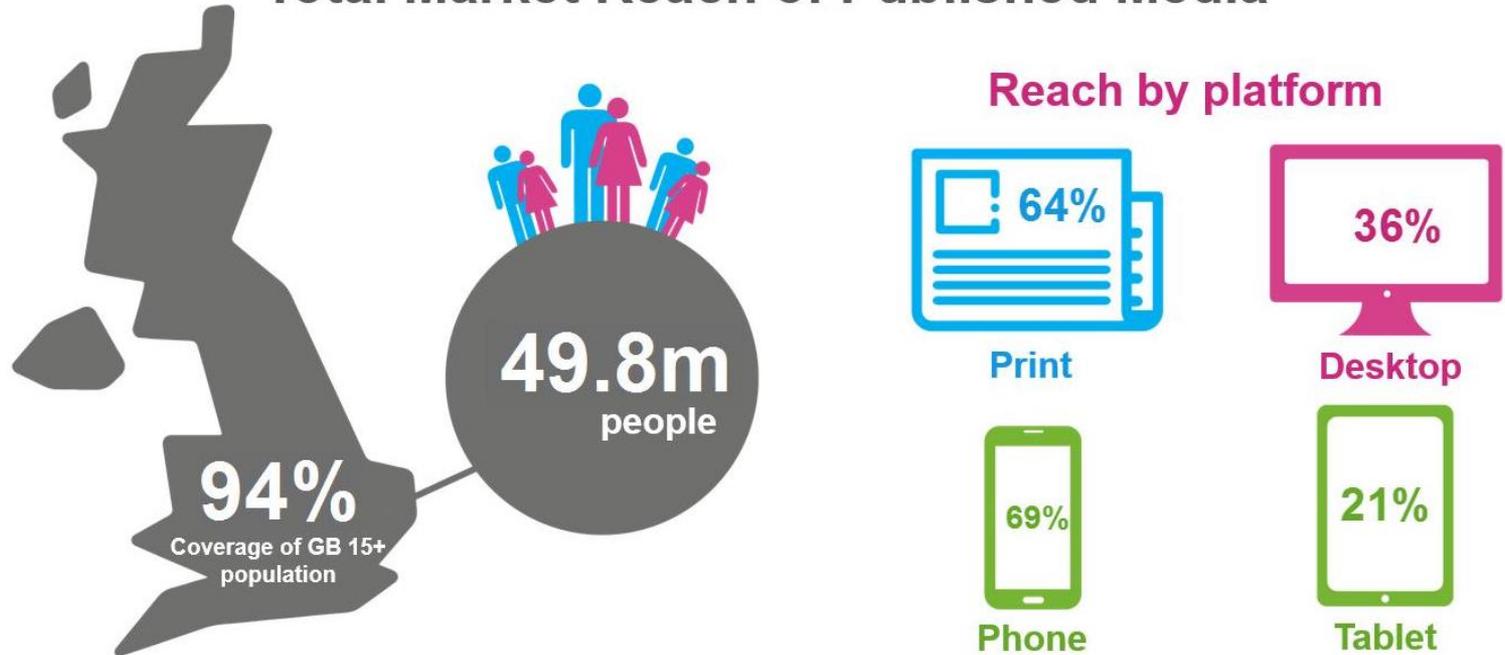
“The news and magazine supply chain delivers a higher line volume of the shortest shelf life product to a higher number of consumers through a greater number of retailer outlets during a more compressed time period than any other supply chain we have studied”

(Freight Transport Association)



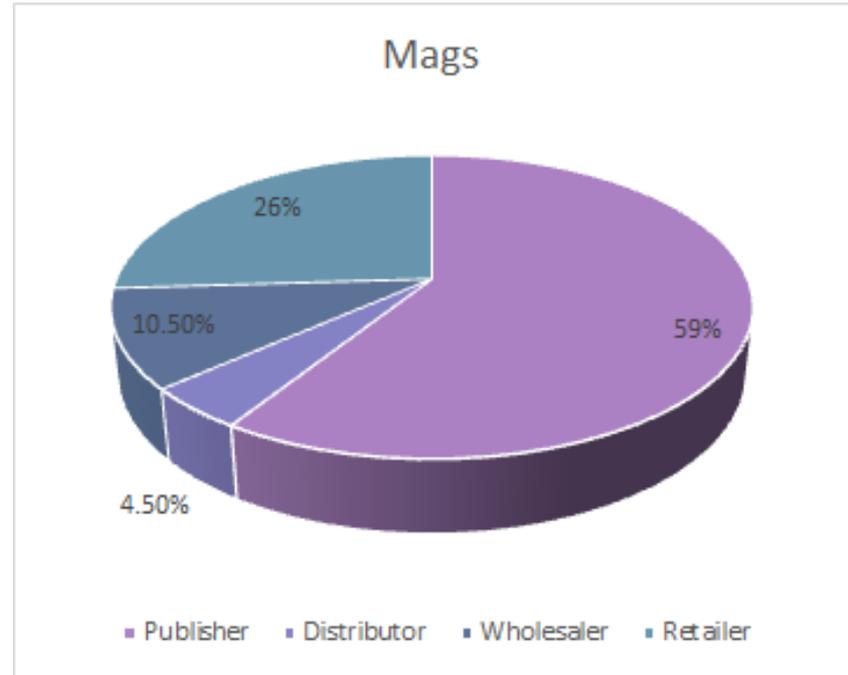
A Unique Sector

Total Market Reach of Published Media



Profitability

- Margins
- Overheads
- Shrink and Waste
- Category Costs



2.

The Future

What will these challenges look like in two years time?



Online Shopping

Continued growth of Amazon

High Street sales dropping

News & Mags are an exclusive High St category



Online reading

Newspapers moving online

Trust in social media posts on the decline

Streaming apps for magazines

3.

Planning For The Future

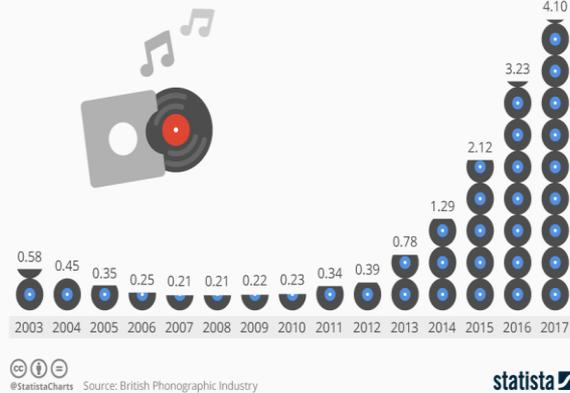
What plans & strategies should you be putting in place now to hold retail floorspace and optimise sales in 24 months?

Resurgence of physical media

- Other categories previously seen as failing now coming back
- Books, vinyl & cassette sales increasing, e-books and tablet sales dropping

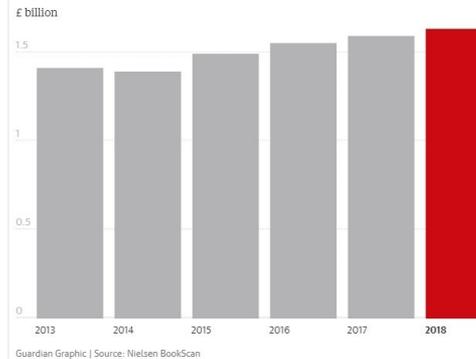
Vinyl revival in the UK

Number of LP/vinyl album sales in the United Kingdom (in million units)

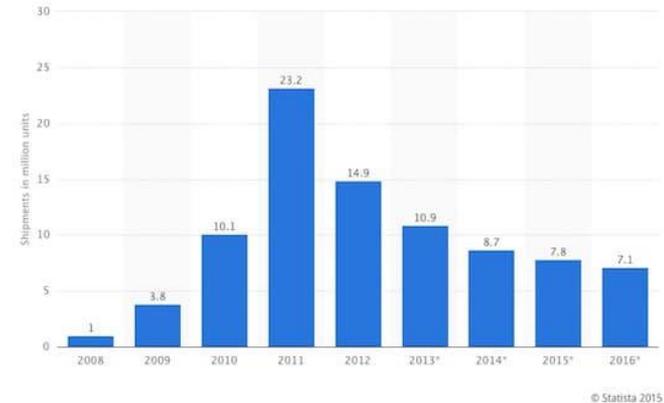


VINYL

In the UK last year 190.9m books were sold for a total of £1.63bn



BOOKS



E-BOOK
READERS

Future Categories



- Majority of new launches in the children's sector.
- Niche titles still big sellers, and drive unique footfall
- Puzzles continue to sell well; they're internet-proof!

Working Together

34%

of shoppers' main reason to visit a convenience store is to buy a newspaper

5.3M

transactions every day include a newspaper

83%

of customers would walk away if their title was unavailable

- Finding the **right genres** of magazines to prioritise in the Internet age
- Implementing new promotions and ideas to inspire **brand loyalty** in customers
- Understanding that news/mags and multiples is a **mutually beneficial arrangement**

Thank you

Q&A