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The Professional  
Publishers Association  
Associate Member



THE INTERMEDIA GUIDE TO  
The Newstrade

**intermedia**<sup>™</sup>  
NEWSSTAND.  
SUBSCRIPTION.  
FULFILMENT.

## INTRODUCTION

In today's fast-moving and highly competitive world of magazine publishing, getting your magazines on the newsstand in the right place at the right time to maximize sales is an increasingly complex business.

Even before you can get the retailers' attention, there are numerous facets to the supply chain that you need to consider – and the all-important route to market requires an increasingly sophisticated and high-tech approach.

Which is where we can help you. InterMedia Brand Marketing Ltd is the UK's leading provider of fully integrated circulation marketing and distribution solutions. Our absolute dedication to quality of service has ensured continuous growth in size and reputation and our one-stop-shop business model offers everything you need to reach and grow your total audience.

Our expert team has a wealth of experience in the industry and provide comprehensive solutions tailored to your needs. We are a forward looking company who embrace the modern media landscape and deliver cost-effective solutions without compromising on quality.

## THE NEWSTRADE

To sell your magazine to the public via the news trade, you need to secure the support of Wholesalers, Independent newsagents and Retail Multiple Group outlets. For the majority of publishers, particularly those new to our trade, it is not practical or advisable to attempt this without the help of a Distributor given the timescales and volumes of contacts involved.

InterMedia are specialists in this field, and in conjunction with our partnership with Future plc, we have significant influence across both the wholesale and retail landscape. Put very simply, we allow our clients to do what they do best, which is publishing exciting and successful magazine brands. Our job is to connect those brands with consumers in the most efficient, reliable and cost-effective ways.

## THE MAGAZINE MARKET

The consumer magazine market consists of more than 2900 titles, generating in excess of £718m annual retail sales revenue. The market is both dynamic and fiercely competitive.

Every year, there are more than 500 proposed new magazine launches of which as few as one in three makes it to publication and the newsstand. Launching a magazine is a highly competitive business, and sustaining it even more so: of approximately 250 new titles which are launched each year, only half become established magazines.

The pressure on shelf space for magazines at retail is a continuing challenge which has led to many retailers restricting their ranges to include only the most profitable titles for their customer base. Pressure on magazine space is also coming from other categories such as chilled drinks, coffee machines and confectionery. Our job as the circulation marketing arm of your business, is to ensure we understand your consumer and get the best possible fit with the right retail groups.

In addition to pressure on space, many retail groups also set stringent availability and unsold targets and it is incumbent on us therefore to manage the balance between the supply levels required by the retailer to achieve optimum availability levels and the sales efficiencies of your product.

## THE TRADE

The magazine distribution chain consists of five levels from Publisher through Distributor, Wholesaler, Retailer and Consumer for UK and six levels for export.



## WHOLESALEERS

There are two wholesale groups in the UK, who operate a network of branches (wholesale houses) around the United Kingdom, who in turn, supply retailers within specified postal code territories.

The wholesalers supply all retailers who sell magazines, of which there are circa 43,000 retailers in total, 21,000 owned by retail multiple chains with the remainder independently owned.



Belfast  
Dublin  
Maidstone  
Swansea  
Wakefield



Birmingham  
Hemel Hempstead  
Newport  
Nottingham  
Slough (London Travel News)

## THE TRADE

The magazine distribution chain consists of five levels from publisher through distributor, wholesaler, retailer and consumer for UK and six levels for export.

**MD – 47.5% share**

\* Includes EMND

**SN – 52% share**

**Independent 0.5% share**

- Jersey Distribution
- Le Gallez – Guernsey
- G White – Isle of Man

- 10 depots, reduced from 72 in 2006
- Locations now service between 1000 - 10,000 retail outlets
- Simplification of primary distribution
- More marketing complexities

## LAUNCH PLANNING

The more advance planning that you do for your launch, the better the chances are that it will be a successful one.

It is useful to talk to us at an early stage in the planning for guidance and advice which may help prevent costly mistakes in the long run. Ideally, a well planned launch will take twelve weeks to implement, although dependent on the scale of the launch, this lead time can be considerably shorter. With a monthly title, your print order is normally confirmed three weeks prior to the on sale date. On a time sensitive weekly, this confirmation period is reduced to as little as one week.

## TARGET MARKET

It is extremely important that you have a clear idea of who the magazine is aimed at: age, sex, social class, and other distinguishing factors.

If you are planning a specialist magazine, you need to decide at what level the magazine will be pitched: beginners, intermediates, or experts. All of the sales people who represent your title must have this information to enable them to market your title effectively.

Your magazine is likely to be bought by a small percentage of your target market. If you are aiming at a very wide and general market (for example Women's Weeklies) it must be remembered that your expected handling take-up will be very small indeed.

## RETAIL AVAILABILITY

As there are more than 43,000 retail outlets, it is not realistic for a magazine to be on sale in every outlet. This would merely result in unnecessary and costly waste. Also most of the multiple groups centrally plan their title range and will only allow their branches to handle a quota of the top-selling titles.

It is therefore our aim to get each magazine into the right outlets, in the optimum quantities, in time for the scheduled on-sale period – effectively managing the supply of copies to ensure optimum availability and penetration within the confinement of agreed sales efficiencies.

Our retail sales team start presenting to the major retail group buyers as soon as all the detail has been consolidated. Although no retail chain has a dominant share of the marketplace, a negative response from one of the key high street chains could present problems when sales activity commences with the wholesale head offices and affect future sales of both specialist and general interest titles.

## RETAIL AVAILABILITY (CONT'D)

The Retail Sales team will negotiate with the retail multiple buyers to make sure that every magazine which meets its buying criteria is stocked by that retail multiple group. For example, a magazine may be accepted if it exceeds the minimum retail revenue set by the retailer. If not, it may be possible to prove that a magazine will sell particularly well in that group if its readership profile closely matches the retailer's customer profile.

Our team also make use of the extensive wholesale marketing systems to ensure that each magazine is distributed to those outlets where it has the best chance of selling. This is often achieved by profiling the title against comparable magazines in the same sector.

## TARGET MARKET

All magazines need to have some retail promotional support to give the title an extra boost during the launch period. There are many different promotional vehicles available and each retail group has its own special schemes.

Examples of these might be a preferred shelf position, a guaranteed number of facings, a specially mounted acrylic unit or a shelf talker - a long narrow card positioned under the display. Retail promotions are paid for by the publisher and prices vary enormously from group to group.

At peak times such as spring and autumn the most popular schemes can get booked up six months in advance, so forward planning is the key.

Buyers see many new products each day and it is vitally important that the information and materials that are supplied are of the very highest quality to make sure your title stands out.

In addition, provide details of:

- the target market
- cover price
- publishing frequency
- sales objectives and editorial positioning
- promotional activity to support the launch

InterMedia will work with you to collate such information and ensure this is packaged appropriately to achieve the desired agreements with the retailers.

## TARGETING THE WHOLESALERS

Once the retail agreements have been secured, InterMedia will construct a target distribution figure for each wholesaler taking into account retail group allocations, the sales profiles of other publications aimed at a similar target audience and regional and seasonal variations.

Once the supply figure is set, the allocation process is run to ensure each wholesale branch has the relevant number of copies to supply the retailers within their respective postal coded territory. This is both a complex and sophisticated process, but one which is key to ensure that ultimately copies are distributed to those outlets to fulfil the agreements that have been reached whilst at the same time place copies in stores with the greatest propensity to sell.

The allocation process culminates in a print order that we will supply to you in order that you may liaise with your printer to place the final print order, taking into account subscription copies, and commence the print process.

The printer is required to pack in stock bundles (a fixed number of copies which should be agreed between the publisher, InterMedia and printer) and 'odds' parcels (parcels containing fewer copies than stock bundles). The inclusion of advertisement or editorial inserts or cover mounted gifts may require extra time to be built into the printing schedule.

## PHYSICAL DISTRIBUTION

Most publishers negotiate with their printers to ship copies to the distribution hub. InterMedia operates one central hub in the UK based in Coventry. At the point of receipt in Coventry, InterMedia arranges for copies to be distributed to the wholesale network. Carriage costs from the warehouse to the wholesaler are calculated on a tonnage basis.

Magazines can go on sale on any day or date chosen by the publisher (with the exception of weekly titles which typically have a set day of the week as an on sale date) but it is wise to discuss and agree your choice with us prior to finalizing. We liaise with the publisher and their printer, agreeing a distribution plan to make the magazine available for sale in accordance with the publisher's needs. Publishing schedules must be provided in advance and strictly adhered to. Late publishing can have a detrimental effect on both sales and cash flow.

## LAUNCH PROMOTION

The more effectively any target market is informed about a new magazine, the better the chance that a planned sales level will be achieved for the first issue, and, therefore, the higher the eventual sales level will be. A percentage of purchasers of the first issue will decide that the publication does not satisfy their needs and will not become regular readers. It is therefore important that the number of copies out in the marketplace is high enough to permit a satisfactory level of sampling.

As set out in the Retail Promotion section, expenditure on promotion should be considered a real investment for the future success of any new magazine. Large amounts of money have to be spent to reach mass audiences.

Promotion can still be effective at more modest levels and the amount that you need to spend is heavily dependent upon the market you are aiming to reach. It is worth bearing in mind that the news trade is extremely unlikely to accept a title without a supporting consumer spend.

After launch, most titles need to promote regularly to stimulate sales growth and to compete with rival publications. As a guideline, a monthly title might promote between four and six issues each year.

## MONITORING SALES

After all the time and effort put into launching a new magazine, the publisher will undoubtedly want to find out how sales are performing as soon as possible. Information on sales can be obtained in a variety of ways.

Epos (Electronic point of sale) information can be used to determine an early sales pattern. This is data gathered from a number of the retail multiple groups during the on sale group and, as long as the title is stocked within these groups, can be used as a sample of the national picture.

Prior to off sale, forecasting mechanisms are used by our Marketing team to provide the Publisher with accurate sales estimates. Sales are usually final 28 days after off sale, providing all wholesalers have claimed for their unsold copies.

If sales of your publication are heavily dependent upon a particular outlet type, you may be wise to consider in-store merchandising as an additional means of safeguarding your title's performance.

This could involve setting up special displays, topping up outlets which have sold out or checking that retail schemes are in operation.

## AVERAGE PERFORMANCE OF LAUNCH ISSUES

Of those regular frequency titles that stay the course, the average net sale of the first issue is typically 50 per cent of the supply. 'One Shots' perform less well averaging a 45 per cent sell-through. The average settle down sale of a monthly magazine is 60 per cent of the net sale of issue one. Magazines normally establish a sales pattern within the first six issues.

## SALE OR RETURN

A new title can only be launched on a sale or return basis and most publications remain SoR for the duration of their lifecycle.

Unsold copies are not returned to the publisher. Sales are validated through the audit trail systems administered at wholesale and the returned copies are wasted. Sales are normally finalized 28 days after the off-sale of a magazine.

## EXPORT

By the time a British publication reaches the export territory, its identity has changed. It is now an imported product and therefore more specialized.

Due to the various import costs, it will have a premium price compared to local product in the same sector. In order to test the price sensitivity, reduced local selling price tests can be set up to help the imported title compete head-to-head with local titles.

Many territories operate to much lower sales efficiencies than in the UK and net sales of 30 per cent may be the norm. As a guide, an established export title would achieve an average of 50 per cent sales.

Copies reach their destination either by air or sea and this affects how quickly titles become available in each territory and also how quickly final sales figures can be provided. It can still take six months to get returns claims from Australia and New Zealand.

Some overseas agents have 'paid for' in-store promotions available to UK publishers costing as little as £50 or as much as £10,000. Tailor-made promotions using point of sale material can also be arranged. Agents occasionally arrange generic promotions in their markets which include a range of different titles.

## TERMS, STRUCTURES AND PAYMENT

The cover price is split roughly as follows between the different links in the selling chain:

Retailer/Wholesaler .....45%

Publisher/Distributor .....55%

The distributor will negotiate with the publisher to determine the percentage of the cover price to be remitted. The following factors will influence the remit level:

- potential copy sales
- cover price
- frequency
- the cost of carriage

## LAUNCH COUNTDOWN

InterMedia follows a step by step plan, based around the proposed on sale date of the new or re-launched magazine. This plan will be fully discussed and implemented by InterMedia and our publishing clients ideally 14 weeks before on sale:

- **14 weeks before on sale**

The Publisher provides InterMedia with a full briefing on the proposed new product, including the magazine's title, its position within the market, the budget available for retail activity, and the specifications (frequency, size, pagination).

- **13 weeks before on sale**

InterMedia discuss the detail of the launch and the product objectives with you, in order to create a selling-in document for the Retail Sales team.

The document identifies key retail groups appropriate for this title, the total budget available and wherever possible a dummy copy of the magazine. This will enable the supermarkets and major Retail Multiple Groups to make buying decisions about your new product, and determine where it will be available for sale to the public.

A similar document is also given to the International team if the new title is to be available for export from launch.

- **6 weeks before on sale**

Results of the retail sell-in process are fed back to you and plans finalized before the supply and copy allocation process begins.

- **4 weeks before on sale**

InterMedia will supply you with the news trade print order in order that you can confirm the required volumes with your printer. The Print Order Statement will detail news trade, export, frees and warehouse balance orders where appropriate.

- **4 working days before on sale**

Copies to arrive at the distribution hub no later than 8am for onward distribution to each wholesale branch. Wholesalers pack and distribute to each individual retailer to meet the day of sale.

## PUBLISHER CHECKLIST

To help the InterMedia do the best job it can, consider the following areas:

- target market
- comparative publications
- cover price
- frequency
- pagination
- format and size
- seasonality
- obtaining a barcode
- editorial/advertising ratio
- color/mono ratio
- is the magazine time-sensitive?
- how many copies can you afford to print?
- how many copies do you need to sell?
- what promotional activity will support the launch?
- how saturated is the market?
- what segment of the market are you targeting?
- who is your target consumer?
- what market research have you conducted?

## USEFUL WEBSITES

**InterMedia** – [www.inter-media.co.uk](http://www.inter-media.co.uk)

**InterSend** – [www.inter-send.co.uk](http://www.inter-send.co.uk)

**Periodical Publishers Association** – [www.ppa.co.uk](http://www.ppa.co.uk)

**Association of Newspaper and Magazine Wholesalers** – [www.anmw.co.uk](http://www.anmw.co.uk)

**A.B.C (Audited Bureau of Circulation)** – [www.abc.org.uk](http://www.abc.org.uk)

## A GUIDE TO NEWSTRADE JARGON

TITLE	DESCRIPTION
<b>50 Barcode</b>	A 50 barcode is an EAN (European Article Number) barcode where the '50' denotes that the product has been made by/distributed by a UK company. 5 digits are unique to that company. The remaining 6 digits are utilised as deemed fit by the production/distribution organisation.
<b>A.B.C Certificate</b>	An A.B.C Certificate is full of valuable information for media buyers and media owners. It offers accurate, comparable data to be used when making buying decisions and is an effective sales tool for attracting advertising. It also demonstrates publishers' integrity in their willingness to be audited and conform to industry agreed standards.
<b>A.B.C Standards</b>	The A.B.C Reporting Standards set out the requirements and rules that must be met in order for a publisher to claim an A.B.C for their titles. It is the responsibility of the publisher to demonstrate that all copies included in the A.B.C release comply with the standards.
<b>A.C.E</b>	A.C.E stands for the Association of Circulation Executives. The Association of Circulation Executives is a trade association bringing together executives from the field of newspaper and magazine publishing, news wholesaling, distribution, services and retailing. A.C.E brings its members together regularly on a social basis, whether at the high-profile A.C.E Press Awards, the A.C.E International Awards, or one of the many sporting and dining occasions run by A.C.E each year; and offers education programmes tailored to the circulation profession.
<b>A.D.E.F</b>	Stands for 'Agent Definition'. This can be a grouping of retailers used for a specific promotional activity, distribution or reporting purposes.
<b>A.N.M.W</b>	Stands for the Association of Newspaper and Magazine Wholesalers, a trade organisation that represents wholesalers within the newspaper and magazine industry.
<b>A.N.M.W. Retail Classification</b>	A wholesale industry standard classification of retailers. There are three categories of classification: retail multiple group/format; retailer type; and location.
<b>Above the Line Revenue</b>	Revenue generated from magazines sold.
<b>Acknowledgement</b>	A copy of a credit claim form returned to the wholesaler as verification of receipt of a claim, and a record of copies allowed for credit or disallowed.
<b>Affidavit Credit Claim</b>	A computer generated file, transmitted by EDI that is used for claiming unsold copies supplied under sale or return conditions.
<b>Agent Code</b>	A code that is used to identify individual wholesale branches/houses.

<b>Allocation</b>	An allocation is the supply quantity generated by the Sales Planning System (SPS) for a wholesaler by title and issue.
<b>Audit Bureau of Circulation (A.B.C.)</b>	The A.B.C. is a professional body that issues sales figures on a regular basis, averaged on a 6 or 12 monthly basis, for all subscribing publishers by publication. The sales figures are then used to rank magazines in terms of the largest circulation, which aids in advertising sales and circulation stocking. An A.B.C certificate of sale means we are transparent with our sales data so competitors cannot miss quote how many copies we or they sell. The measurements used are uniform across titles so it is fair to compare one title against another.
<b>Availability</b>	Availability is a way of measuring supply effectiveness. A titles percentage availability is calculated via the following equation: <b>% availability = retailers returning / retailers supplied x 100</b> There are two main types of availability; 'crude' which is a measure of the number of outlets with copy left at the end of the sale period divided into the number originally supplied and 'lifecycle' which is a measure of when in the sales period the stores sold out.
<b>B.L.A</b>	Stands for box level analysis which is a reporting option which reviews supply and sales information at an individual outlet/shop level this data comes from the Retail Sales Data Warehouse which is part of the circulation allocation system.
<b>Barcode Number</b>	The barcode is a unique code that identifies the product and provides specific information such as the issue number and is a vehicle for communicating this information with our trading partners. It's usually printed on the bottom right hand corner of a magazine's front cover.
<b>Below the Line Revenue</b>	Revenue generated by a Retail Multiple Group from the use of promotional mechanics/RDAs, that are meant to supplement sales.
<b>Block Bookings</b>	Block bookings is the name given to the requesting of schemes with RMGs on a bulk basis. Block bookings are only undertaken with RMGs where they have a restrictive time window in which bookings can be made. Promotional schemes can be booked after the block booking period has elapsed but the choice in time slots is reduced due to the later nature of the requests.
<b>Box Level Data</b>	It is the supply and returns information processed through by the wholesalers. It is transmitted via EDI link on a weekly basis.
<b>Box Number/ Customer Reference Number</b>	A number used to identify a retailer supplied by a wholesale branch.

<b>Brand</b>	A brand is a name, usually a trademark, of a product or manufacturer, or the product identified by this name. It is a recognisable type of something: a distinctive type of something.
<b>Bundle</b>	An agreed number of copies held together as a unit for ease of handling.
<b>C.D.U</b>	Short for 'counter display unit', a free standing display unit, usually made from cardboard or plastic small, enough to fit onto a retailers counter.
<b>C.P.A</b>	Stands from 'cost per acquisition', i.e. the total cost of all activity in order to obtain a single sale within a retailer.
<b>Carriage in Full (C.I.F)</b>	Export trade terminology denoting that the distributor is responsible for all shipping costs.
<b>Carriage Service Charge</b>	The charges made by the wholesalers to retailers for delivery, collection of unsold copies and general administration. Each wholesale group has a schedule of charges based on the value of a retailer's business.
<b>Carrier</b>	The distribution company (or companies) used by InterMedia to delivery to our wholesalers.
<b>Category Management</b>	The Category Management Team work with retailers to ensure that the Magazine Category's range of titles is most appropriate for their consumer mix.
<b>Central File</b>	An amalgamated version of the issue objective pages generated by SPS; it is sent directly to the two main wholesalers, Menzies Distribution and Smith News.
<b>Certified Audited Returns System (CARS)</b>	A Smith's News system relating to the claiming of unsold sale or return copies.
<b>Client Portal</b>	An online portal accessible through <a href="http://www.inter-media.co.uk">www.inter-media.co.uk</a> through which data and information is provided to clients
<b>Closure Date</b>	A magazines closure date is the day on which the print order statement is created within Orion and when it is no longer possible to amend supply allocations within SPS.
<b>Collectibles</b>	Collectibles form part of a collection covering one subject area (for example a film or a football tournament/league), and are often in the form of an album and the stickers to fill the album.
<b>Consignment Note</b>	Consignments notes are produced by the despatch system and show the supplier by carrier, regional split and wholesale agent.
<b>Consolidator</b>	A supplier who receives magazines in bulk from printers and breaks the bulk down for each overseas distributor (e.g. LSC).

<b>Consumer Insight</b>	Consumer insight can help publishers by providing them with key information about the ways in which their consumers purchase their brands and so make the most of all sales opportunities.
<b>Controlled Circulation</b>	Controlled circulation titles are titles where the readers get the copy free, delivered by post to the reader's door or work and are usually business titles.
<b>Coupons/Vouchers</b>	Coupons or vouchers (same thing different names) are a way in which publishers can encourage sampling of their magazines by giving money off. They generally appear in either newspapers or other magazines giving up to the full cover price off one of our brands.
<b>Daytime Road</b>	Magazines delivered in a 'daytime road' manner have to be at the central hub in Coventry by 8am two working days before the on sale date.
<b>Delayed On-Sale Multi-Variant</b>	A 'delayed on sale' MV is needed when promotional activity has been booked to covers stores where the title is not ranged and the promotion starts after the on sale of the issue. Different retailers have different periods of time that they will 'sit on copy' until the promotion commences. Your account manager can give you guidance on whether you need to create a DOS MV or not. If a DOS MV is not utilised then those retailers who do not normally stock the title will send the copies back resulting in early returns and missed promotions.
<b>Delivery</b>	The physical placement of ordered quantities to specified addresses.
<b>Delivery Net</b>	The function of the EPoD system that allows the wholesaler to view a 7 day delivery forecast.
<b>Demurrage</b>	Charge for drivers waiting time levied after an agreed period, while at collection/delivery premises.
<b>Despatch</b>	Arranging and the physical movement of finished product from a known place.
<b>Despatch Plan Summary (DPS)</b>	A logistics document produced for every magazine issue. It contains production and despatch information along with bundles odds and weight information.
<b>Distribution</b>	The physical movement of our goods through the supply chain. This involves, delivery to the wholesalers by our carriers, and then from wholesaler to retail outlet.
<b>Distribution Service</b>	Plan of the way a title is distributed by the carriers.
<b>Distributor</b>	A distributor promotes and markets publisher's magazines then transports them to retailers via the carrier and wholesaler network. Many distributors are either fully or part owned by publishers.

<b>Dumpbin / F.S.D.U</b>	A dumpbin is a free standing display unit which can be made of cardboard or plastic and displays magazines separate from the news run. Dumpbins can also be cause FSDUs (Free Standing Display Units).
<b>Dunnhumby</b>	The organisation that manages Tesco Clubcard operations. Dunnhumby is split into Dunnhumby Shop data – Consumer purchase behaviour and Dunnhumby Mailouts/Coupons at till – Consumer incentives to purchase.
<b>E.D.I. (Electronic Data Interchange)</b>	The electronic transfer of structured data from one computer system to another via agreed message standards.
<b>Early Claims Data</b>	Wholesaler supplied unsolds data before the final claims cutoff date.
<b>Early Returns</b>	The copies returned to the wholesaler by the retailer before the off-sale date/recall period has commenced.
<b>Embargo</b>	An embargo is a restriction placed upon communication of a product.
<b>Embargoed to On-Sale Date</b>	Titles can be embargoed at wholesaler in order to adhere to the 'on-sale-date'. This must be communicated in advance. This can be done for specific reasons e.g. editorial exclusive, product launch etc. Copies must be packed for the actual 'on-sale-date' and not earlier.
<b>EPoD – Electronic Proof of Delivery</b>	EPoD is a carrier system used by the wholesalers to log shortages.
<b>EPoS</b>	Electronic Proof of Sale data.
<b>Ex-Works</b>	Export trade terminology denoting that carriage costs are paid by the overseas distributor in full.
<b>F.M.C.G</b>	Stands for fast moving consumer good(s). Fast moving consumer goods can be anything from food stuffs through to white goods e.g. fridges, irons etc. They are important as the magazine category competes for space within retailers and so an appreciation of this fact is important in understanding why retailers change the amount of space given to the magazine category.
<b>F.S.D.U / Dumpbin</b>	An F.S.D.U is a free standing display unit usually made of cardboard or plastic and displays magazines separate from the news run. F.S.D.U can also be called dumpbins.
<b>Finisher</b>	A finisher is an organisation that completes the production phase of the goods and presents them to the carrier for collection/delivery.
<b>Firm Sale Titles</b>	Titles supplied on a non-returnable basis.
<b>Forecasted Sales</b>	Forecast sheets are used to budget sales by issue and issue variants across the year.

<b>Frees</b>	Non paid-for copies given to staff, advertisers, etc.
<b>Freight on Board (F.O.B)</b>	Export trade terminology denoting that the distributor is responsible for shipping costs up to either UK docks or UK airport.
<b>Frequency</b>	Denotes how often a title appears on-sale.
<b>H S Packing</b>	A 'pack by light' packing system, which provides semi-automatic packing of newspapers/magazines and parcel-specific content notes.
<b>Handling</b>	The number of retailers/wholesalers taking a supply of any given title.
<b>i-View</b>	The main central title and issue repository which holds all publisher, title and issue details.
<b>IO</b>	Stands for issue objectives page. An IO is used to communicate distribution criteria to wholesalers by InterMedia via Marketforce. An amalgamated version of these IOs is called the 'central file' and is sent directly to the two main wholesalers – Menzies Distribution and Smith News.
<b>I.S.B.N</b>	An International Standard Book Number (ISBN) is a 13-digit number that is used as a unique identifier for books.
<b>I.S.S.N</b>	This stands for an International Standard Serial Number, which is an eight-digit serial number used to uniquely identify a serial publication, such as a magazine. To create a magazine barcode the final (8th) digit of the ISSN is dropped.
<b>iMAG</b>	iMAG is the Menzies Distribution web-based copy allocation system, which was introduced in June 2006.
<b>iMenzies</b>	Online portal for retailers supplied by Menzies Distribution. This can be used to obtain information on deliveries, supply levels, orders, claims etc.
<b>Incident Report</b>	A method of recording changes to a Despatch Plan Summary.
<b>Independent Publisher Client</b>	A publishing client that InterMedia contracts with to promote, develop and distribute their titles.
<b>Intranet</b>	An internal communication tool containing vital information about InterMedia, its trading partners and customers. Information held on the intranet can be read by anyone that has access to the InterMedia using a web browser.
<b>Invoice</b>	Raised during the month and despatched within a few days after the end of the month with a statement of account and credit note for the wholesale trade. It is itemised to show title, cover date, copies, cost and the net figure after discount.

<b>Issue Number</b>	A standard industry code that recognises titles by week or month number – part of the barcode.
<b>K.P.I.</b>	'Key performance indicators' are measurable values that demonstrate how effectively a company is achieving key business objectives.
<b>L.B.P</b>	Stands for local business plan. This is used to direct extra copy to the wholesaler to use for a local promotion, event or exercise, i.e. Farnborough air show or to address big discrepancies in handling against a comparable/competitor title.
<b>Labels</b>	Tickets attached to odd bundles identifying order delivery location, issue and quantity.
<b>Link Saves</b>	A type of promotional activity that offers the consumer a discount for multi purchases of magazines.
<b>Magazine Category, News Run, Ranges &amp; Stocking</b>	All names for the same thing; a selection of titles/brands that retailers stock by grade and/or format.
<b>Magazine Code</b>	A 6 digit code unique given to a magazine for use within InterMedia systems.
<b>Market Share</b>	A magazines market share is defined as the percentage of a market (defined in terms of either units or revenue) accounted for by a particular entity. Market share is calculated using which two different measures one is revenue and the other volume. Increasing market share is one of the most important measures of business performance within InterMedia. Having a measure of how we are performing against competitors is key. Increasing market share brings greater brand recognition which will provide competitive advantage, e.g. if an InterMedia title can provide greater market share year-on-year against a competitor title then this will aid in gaining competitive advantage in terms of share and in terms of profit against a key competitor – a step in the right direction.
<b>Month End</b>	A process undertaken by InterMedia to provide financial statements for a given monthly trading period. This includes up to date supply and sales figures and the financial position for each client.
<b>Multi-Variant</b>	A title that has two or more separate editions, with all editions other than the national being specifically supplied to a named retail multiple group(s). This usually will require that the individual variants have different barcodes.
<b>N.A.M</b>	Stands for 'national account manager' who form a key role within the retail team and are the conduit between the business and the key retail buyers.

<b>N.F.R.N.</b>	Stands for 'The Federation of Independent Newsagents'. The N.F.R.N. is one of Europe's largest retail trade associations with over 22,000 independent retailers in membership throughout the UK and Ireland. It exists to help the independent retailers compete more effectively in today's highly competitive market by providing practical help and assistance, commercial support, deals and buying opportunities, training, expertise and services. Membership of the N.F.R.N. consists of a variety of independent retailers, including: newsagents, convenience stores, confectioners, florists, petrol forecourts, news deliverers, off-licences, post offices, coffee shops, and card and stationery shops.
<b>Net Sales</b>	The actual number of copies sold at retailers/wholesalers of a title for any given issue.
<b>Non-Time Sensitive</b>	Magazines that have to be delivered on a 'non-time sensitive' basis. Copies have to be at the central hub in Coventry by 8am two working days before the on sale date.
<b>Non-Traditional Outlets (N.T.O.)</b>	N.T.Os are a retail outlet which stocks an extremely restricted range of magazines that are linked to their core products, e.g. garden centres, pet shops and golf-pro shops.
<b>Off Sale Date</b>	The 'off sale date' of an issue is the first date on which copies should be withdrawn from sale in retail outlets. This date is coincident to the first date of the recall period when SOR issues shall be recalled from retailers by wholesalers for.
<b>On Sale Date</b>	The 'on sale date' of an issue is that date by which copies of that issue shall be fully distributed by wholesalers and available for sale in retail outlets. The EDI Issues File communicates an issue's on sale date to wholesalers.
<b>Outworker</b>	A subcontractor used to fulfil specific functions within the production cycle in order to achieve the finished product (e.g. attaching covermounts to copies).
<b>Override</b>	A manual change to the despatch paperwork at carrier level in circumstances whereby time has elapsed to re-run the allocation.
<b>Overwrite</b>	The authorised alteration to a supply to meet publisher aspirations after the target has been set.
<b>P.O.P</b>	Stands for both 'print order planning' and 'period on period'. Print order planning is the name for the actions undertaken to ensure that print orders are as effective as possible in terms of achieving the best sales for a brand. Period on period is a measure used to review performance over a standard time and publishing period.

<b>P.O.S</b>	P.O.S has three different meanings, it stands for: a) 'Point of sale' (literally the point at which a magazine is purchased); b) 'Point of sale' material e.g. posters, shelf talkers, free standing display units etc.; b) 'Print order statement', which is a document that details specifically how many copies need to be printed of an individual issue of a magazine.
<b>P.P.A.</b>	Professional Publishers Association
<b>Packing Error</b>	An incorrect number of copies into a trade customer caused by an incorrect bundle or pack size.
<b>Pallet</b>	Usually a wooden platform used for transporting, storing and loading/unloading of a quantity of bundles.
<b>Partwork</b>	Generally a publication, periodical or magazine that builds up into a series of volumes of binders.
<b>Percentage Availability</b>	% availability = retailers returning/retailers supplied.
<b>Percentage Sales Efficiency</b>	% sales efficiency = sales/supply.
<b>Percentage Unsolds</b>	% unsolds = returns/supply.
<b>Periodical</b>	A regular frequency publication.
<b>Planogram</b>	A planogram is the pictorial representation of a retailers range/news run/magazine category (all names for the same thing). A planogram is a diagram of fixtures and products that illustrates how and where retail products should be displayed, usually on a store shelf in order to increase customer purchases.
<b>Promotion</b>	A promotion is where magazines are highlighted (through point of sale material) or given additional space either on the magazine fixture (e.g. Tesco Merchandising unit or Sainsbury's Fins). Most promotional activity has to be paid for by publishers/circulation and requires the provision of additional magazine copy.
<b>Proof of delivery (P.O.D.)</b>	A P.O.D is the signed document showing that a correct delivery was made.
<b>Publisher</b>	Titles are produced and/or owned by a publisher. Some publishers act as their own distributor, fully or part own a distributor.

<b>R.D.A.</b>	Stands for 'retail display allowance'. This is essentially a payment to retailers to stock a title which would not normally be considered as having a high enough sales capability to be stocked. Within the FMCG environment the payment of R.D.As are common place. Sometimes a publisher can achieve better sales by paying an RDA than running traditional promotional activity.
<b>R.M.G</b>	R.M.G. stands for 'retail multiple group'. A retail multiple group is any retailer which has a grading system that is recognised by the A.N.M.W. Tesco, Sainsbury, WH Smith High Street, Co-op, Martin McColl's are all retail multiple groups.
<b>R.O.I</b>	R.O.I stands for 'return on investment'. In the magazine trade this term is usually used to describe the measurement of the cost of a retail promotion against the extra revenue generated in extra sales. However, publishers may still book schemes even if ROI is poor – because the group demands a certain level of spend to ensure a listing – see RDA.
<b>R.S.V</b>	R.S.V stands for retail sales value. Retail sales value is calculated by taking the cover price of the magazine and multiplying it by the number of copies sold. The calculation of retail sales value is important when undertaking range challenges etc.
<b>Range / Stocking List</b>	A range / stocking list details the magazines that retail multiple groups stock; a range / stocking list will change by retailer grade as the amount of space given over to magazines decreases as the size of the store decreases and this correlates to its grade.
<b>Range Reviews</b>	All multiple retailers review their ranges on a regular basis, this can be monthly, quarterly, half-yearly or yearly. The category management team and retail team work with the account management teams to establish the best titles to challenge for better range listings and those to protect due to their risk of being down graded or delisted by a retailer.
<b>RDBDet</b>	A weekly file sent by each wholesale group showing retail detail changes (i.e. new stores, new grades).
<b>Recall Note</b>	A document sent to the retailer by the wholesaler advising which titles and issues of unsold copies are due to be returned.
<b>Recall Period</b>	Every issue for each title handled and distributed has a statutory time frame by which all claims for unsold copies must be registered, either through the manual Credit Claim form or EDI. Currently, this is designated as 21 days.

<b>Retail Promotional Space</b>	Can be considered as having two main forms; 'fixed', which are long-term display agreements with retailers such as checkouts and news cubes; and 'tactical', which are short-term promotional displays such as Tesco MU.
<b>Retail Sales Data Warehouse (R.S.D.W)</b>	Database containing retail store level data used in reporting processes.
<b>Returns</b>	Those copies that have not been sold by the end of an issue's on-sale period.
<b>Revision Date</b>	The final date for the receipt of an order for a specific issue from trade/field force operatives.
<b>Roundsman</b>	A newsagent with no shop that delivers pre-ordered copies direct to homes or businesses. They exist in very rural locations (e.g. Scotland, Norfolk, Guernsey and Jersey).
<b>Run on Cost</b>	The 'run on cost' is the cost of producing one extra copy. Run on cost is important when looking at the effectiveness of the promotional activity undertaken as the cost of printing additional copies must be taken into consideration as well as the actual cost of the promotional mechanic that they have secured.
<b>S.A.P.</b>	An IT platform used by both Smiths News and Menzies distribution.
<b>S.B.R.</b>	'Sales based replenishment'.
<b>S.B.R. – 100% Allocation Retailers</b>	Those stores of EPoS supplying retail groups that their full supply, and who could receive a replenishment if their EPoS data forecast that they would sell out.
<b>S.B.R. – Allocation Reduction Retailers</b>	Those stores of EPoS supplying retail groups that had their initial supplies reduced through the wholesalers S.B.R. system to create a pot of retained stock.
<b>S.B.R. – Replenishments</b>	Additional copies supplied into retail stores based on EPoS sales demand. The number of copies supplied is based on the wholesalers' S.B.R. systems.
<b>S.B.R. – Retailers</b>	Retailers who provide EPoS data to their wholesalers in order that supplies and replenishments can be managed through the wholesalers S.B.R. systems.
<b>S.O.R.</b>	S.O.R stands for 'sales or return'. S.O.R. is the concession that our publishers make to credit any unsold copies of our titles.
<b>Sale or Return (S.O.R.)</b>	The concession to credit unsold copies, offered by InterMedia, on behalf of the publishers

<b>Sales Efficiency</b>	Sales efficiency is the efficiency level at which the publisher wishes to run their title. It is the amount of copy that the publisher is willing to allow not to sell. A titles percentage sales efficiency is calculated via the following equation; % sales efficiency = sales / supply*100.
<b>Secondary Distribution</b>	A wholesale action to effect a further distribution for a title to retailers and is usually actioned after their initial retail distribution
<b>Shelf</b>	Talker – A shelf talker is a type of point of sale material that is attached to the front of the shelf and aims to catch the consumer’s eye and direct them to a promotional offer, or simply to purchase a magazine.
<b>Shipping Agent</b>	A shipping agent is a carrier who collects InterMedia’s goods and ships the consignment to an overseas distributor.
<b>Shop Saves</b>	Process for customers to reserve a title with the retailer for later collection.
<b>Shortages</b>	A shortage occurs when the number of copies received by the InterMedia Carrier/wholesaler is less than the number specified on the initial order.
<b>Shrink</b>	Theft/losses of stock that cannot be identified or accounted for.
<b>SNapp</b>	App for retailers supplied by Smiths News. This can be used to obtain information on deliveries, supply levels, orders, claims etc.
<b>Specials</b>	Specials are similar to one-shots as they are often undated, but recognisable as a special issue of an existing title – often seasonal.
<b>Splits</b>	Identification of a region or wholesaler where a particular edition of a title is to be delivered.
<b>Standard Recall Period</b>	The ‘standard recall period’ is 21 days; however there are some agents (non-traditional wholesalers, international agents etc.) who get 35 days or more to return their unsolds claims. In light of this, final sales figures should not be provided to publishing until 28 days after off sale, as this is when the majority of the home news trade sales will be fully within InterMedia systems.
<b>Statement of Account</b>	This shows the balance due to InterMedia at the date of being raised (end of the month), and itemised invoices and credit notes raised as well as cash received by.
<b>Stocking List / Range</b>	A range/stocking list details the magazines that retail multiple groups stock. A range/stocking list will change by retailer grade as the amount of space given over to magazines decreases as the size of the store decreases and this correlates to its grade.

<b>Subscription</b>	A title supplied direct from publisher to consumer.
<b>Sundry Credit</b>	A credit issued to wholesalers for a shortage against the invoiced supply. This is issued at the end of the month with the invoice.
<b>Supplementary Order</b>	Extras to the first/basic order supplies to the wholesale trade on request. Any order placed after the issue has revised will be considered to be such.
<b>Supply Chain</b>	Any activity involved in the control and movement of goods from manufacture site to retailer premises.
<b>Systems Evaluation</b>	A document used by the Newstrade Systems Auditors to investigate every procedure and report maintained by a wholesaler. Such a visit constitutes one full man-day.
<b>Revision Date</b>	The revision date is the last date on which allocations to the newstrade can be undertaken. The print order requirement is then generated.
<b>Time Sensitive</b>	A magazine that is delivered in a 'time sensitive' manner has to be at the central distribution hub in Coventry by 4am, one working day before the on sale date. Copies are then trunked to wholesale for pack that same day for on sale the following day.
<b>Total Orders</b>	The total quantity of a title (basic/first order plus extras) supplied into the wholesalers before any claims for unsold copies are made or passed for any one issue.
<b>Total Tonnage</b>	The total tonnage (estimate) is important to know when working out how much it will cost to switch a delivery service. Finance needs the weight details in order to provide a switch quote. This something that L&D provides to finance.
<b>Trade Counter / Showroom</b>	An area within a wholesaler's premises devoted to the storage of retained stock balance after retail customer orders have been fulfilled.
<b>Trade News</b>	Correspondence sent to all trading partners notifying them of information and change to publication details. It is despatched on a weekly basis.
<b>Trust Trading</b>	The "Trust Trading" agreement allows the wholesaler until 8am the next working day to check that deliveries are correct and lock their EPOD screen.
<b>U.E.R.</b>	Is the 'unsolds exception report'. This report details the wholesalers with unsolds outside a specified range.
<b>U.R.N.</b>	Stands for 'unique reference number'. A unique reference number helps to distinctively identify certain purchases or products with the FMCG environment.

## GET IN TOUCH

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