

CALL TO ACTION!

Sell the  
**Magazine Category**

*“with one voice”*



# Communicate!

- Foster a profitable & growing retail market for magazines
- Advance the role that magazines play in the retail selling environment
- Develop & improve exposure of magazines in key classes of trade
- Increase retail unit and dollar sales of magazine



# **Sell the Category First**

Magazines are an

**Important, Dynamic,**

**Valuable Retail**

**Category**

with Powerful

Retail Fundamentals



Magazines are a  
**Power Category**  
at Retail,  
Generating in Excess of  
**\$4.9 billion**  
annually



Magazines are a  
**strong category**  
in stores

**Ranking #30**  
out of over 400  
categories tracked



Magazines have  
**HIGH Customer Appeal**

8 of 10 Households  
**BUY Magazines**



81% of Magazine Purchases  
are **Impulse**

**Optimum**  
**Merchandising**  
MAXIMIZES Growth



# Consumers who are **Heavy** Magazine Readers are:

- Affluent
- Educated
- Professionals
- “Influencers”
- Big Market Basket

**Magazine  
Readers**  
are a Retailer’s  
**Best  
Customers**



Magazines Drive  
**Return Shopping Trips**

and

Generate  
**Incremental Sales**



Magazine Advertising  
**Drives Consumption**  
at Retail

Magazines Create **Demand**  
for **Consumer Products**  
Sold in Stores



Magazine Buyers have  
**More Reasons**  
to shop in Retail Stores



# Magazines have **Desirable Category Metrics**

- High Margin
- High Turn
- Low Labor Investment

- **Magazines**

Gross Margin 34%

Labor 9%

Contribution Margin **25%**

- **Total Store**

Gross Margin 28%

Labor 11%

Contribution Margin **17%**



# Magazines **Bottom Line Profit** is Excellent

**True per-unit Profit is .58**  
compared to .12 for GM,  
.26 for Grocery, .21 for HBC



Magazines are a  
**Key Contributor**  
to GM Profitability

Magazines Deliver  
**over 16% of the GM Profit**  
with only 6.4% of the Sales



# Magazines Command **Strong Brand Recognition**

Magazines Support and Expand  
**Retail Branding Efforts**



Uncover the  
**Opportunities**

Unleash the  
**Potential**



# **Category Penetration** analysis shows

**Top Grocery Chains at .57%**

**Top Drug Chains at .48%**

**Top Mass Merchandiser  
Chains at .35%**

**Yet some individual stores  
can reach penetrations as high as  
**1.5% of ACV****



# **Changing Consumer Dynamics**

Spark Creative and Responsive  
Magazine Category

**Ideas to Drive Sales**



# Subsets for Further Work

- The Front End and U-Scans
- Reading Center, Mainline, and Center of Store Importance
- Merchandising Outposts, Cross-Merchandising, and Promotions
- Co-Marketing with Retailers
- Consumer Characteristics
- Data, Statistics, and Research
- Photos and Diagrams



**TOGETHER**

**Publishers, Wholesalers,  
National Distributors**

**We can drive this  
initiative forward  
to increase category  
display and sales**

