



## WHAT TO STOCK

National newspapers are the number one footfall driver to CTN's and convenience stores with 70% of the population reading a national newspaper every week, delivering £2.2bn through retailers tills. Forty-two per cent say news is the most important category in their store based on volume sales. Contact [Growsales@news.co.uk](mailto:Growsales@news.co.uk) if you do not currently sell news and would like to and we will put you in touch with your local wholesaler.

### Top Tips

- 1 Encourage customers to buy their favourite paper more often as opposed to trying to convert new customers. Sales potential lies with the biggest-sellers
- 2 Focus on the bestsellers: there should be two facings of The Sun and one facing of The Times or The Sunday Times at a minimum.
- 3 Place extra stock of top-selling papers like The Sun in high footfall areas of the store such as the counter.

## WHERE TO STOCK IT

News drives footfall and news shoppers are more regular than other convenience shoppers, therefore make sure passing trade are aware of the category by placing it at the front of the store. This will also maximise penetration of newspapers in baskets. A news shopper will spend an average of £3.68 in addition to buying their newspaper.



### Top Tips

- 1 Place top-sellers on the counter or near the till to encourage impulse purchases, particularly at weekends when The Sun, The Times and The Sunday Times all have great promotions
- 2 Invest in a vertical news display
- 3 Offer HND

## EQUIPMENT NEEDED



### Top Tips

- 1 POS that displays the front page and highlights stories and promotions will increase frequency of purchase and drive sales
- 2 Headliners, free-standing display units and plinth trays are all available to order from [growsales@news.co.uk](mailto:growsales@news.co.uk)

## HOW TO STOCK IT

### Top Tips

- 1 Ensure full front pages are visible by investing in a vertical news display
- 2 Ensure potential customers know you sell newspapers by advertising outside
- 3 Presentation is important so make sure the category remains tidy and replenish where possible
- 4 For more information on category management, visit the Retail+ website [newsretail.co.uk](http://newsretail.co.uk)

## NOW SHOUT ABOUT IT

No other category produces a different product every day, so there's always something new to discuss. Retailers should capitalise on their unique relationships with customers by highlighting what may interest them in the papers. They should also busy footfall locations to encourage sales, be that news, sport or promotions. Eighty-eight per cent of managers and staff think the newspaper category is important to the overall success of their store.



### Top Tips

- 1 Use headlines as a talking point to build relationships
- 2 Reminding customers that there is a promotional token to collect or highlighting the latest sports news or celebrity gossip can help drive frequency of purchase
- 3 Additional services such as HND or grocery delivery can help build relationships and cater for elderly and less mobile customers

## KELLY'S MAGHERAFELT, NORTHERN IRELAND

"When the news category was merchandised on a plinth there was little visibility to encourage impulse purchase.

"My local rep installed a vertical news display to re-merchandise the news category to the front of the store to increase footfall.

"Now headlines across all titles are visible from inside and outside my store.

"Just doing this has increased our Sun sales by five copies a day, which will deliver just under £1,000 in incremental sales a year.

"Combined with the average basket spend of £3.68, the forecast for our incremental revenue for the year is £6,700."

News UK