



# **Newsstand Environment Today: Review of Landscape and Strategies for Success**

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**Apprise Media, LLC**

# Agenda

- Newsstand overview
- Industry performance
- Strategies:
  - Marketing
  - National Distributors
  - Wholesalers
  - Retailers
- Create full-year marketing plan
- Maximize distribution
- Increase efficiencies

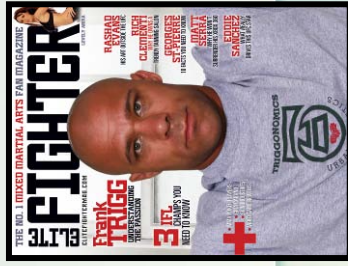
# and

Action Pursuit Group

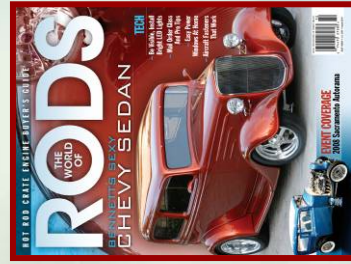
\*UPC'S ONLY FOR ID WHOLESALER DISTRIBUTION



BIPAD 03262  
 UPC: 71486-03262-5  
 FREQ: MONTHLY  
 PRICE: \$5.99/\$7.99



BIPAD 03262  
 UPC: 71486-03262-5  
 FREQ: MONTHLY  
 PRICE: \$5.99/\$7.99



BIPAD: 01920  
 UPC: 74808-01920-5  
 FREQ: BI-MONTHLY  
 PRICE: \$5.99/\$6.99



BIPAD: 01920  
 UPC: 74808-01920-5  
 FREQ: BI-MONTHLY  
 PRICE: \$5.99/\$6.99



BIPAD: 01290  
 UPC: 71486-01290-0  
 FREQ: MONTHLY  
 PRICE: \$4.99/\$5.99



BIPAD: 03116  
 UPC: 71486-03116-1  
 FREQ: MONTHLY  
 PRICE: \$4.99/\$5.99



BIPAD: 03125  
 UPC: 74470-03125-3  
 FREQ: BI-MONTHLY  
 PRICE: \$5.99/\$6.99



BIPAD 03114  
 UPC 71486-03114-7  
 FREQ: MONTHLY  
 PRICE: \$3.99/\$5.50



BIPAD 03114  
 UPC 09281-03114-7  
 FREQ: BI-MONTHLY  
 PRICE: \$5.99/\$7.50



BIPAD: 03118  
 UPC: 71658-03118-0  
 FREQ: BI-MONTHLY  
 PRICE: \$4.99/\$5.99



BIPAD: 03105  
 UPC: 71486-03105-5  
 FREQ: MONTHLY  
 PRICE: \$3.99/\$5.50



BIPAD: 03123  
 UPC: 09281-03123-9  
 FREQ: 9X  
 PRICE: \$4.99/\$6.50



BIPAD: 03124  
 UPC: 74470-03124-6  
 FREQ: BI-MONTHLY  
 PRICE: \$4.99/\$5.99



BIPAD: 03265  
 UPC: 71486-03265-6  
 FREQ: MONTHLY  
 PRICE: \$4.99/\$6.99



BIPAD: 03263  
 UPC: 09281-03263-2  
 FREQ: MONTHLY  
 PRICE: \$4.99/\$6.99



Bipad: 95790  
 UPC: 0 74470 95790 4  
 Freq: 6X Seasonal  
 Price: \$9.99-\$14.99



Bipad: 99976  
 UPC: 0 74470 99976 8  
 Freq: 6X Seasonal  
 Price: \$9.99-\$14.99



Bipad: 99977  
 UPC: 0 74470 99977 5  
 Freq: 6X Seasonal  
 Price: \$9.99-\$14.99



Bipad: 99978  
 UPC: 0 74470 99978 2  
 Freq: 6X Seasonal  
 Price: \$9.99-\$14.99



Bipad: 88249  
 UPC: 0 74470 88249 7  
 Freq: Monthly  
 Price: \$7.99-\$9.99



Bipad: 27702  
 UPC: 7 37058 27702 2  
 Freq: Quarterly  
 Price: \$6.99-\$9.99



Bipad: 95783  
 UPC: 7 37058 95783 2  
 Freq: Monthly  
 Price: \$6.99-\$7.99

# BECKETT PUBLISHING



Bipad: 27323  
 UPC: 0 74470 27323  
 Freq: Semi-Annual  
 Price: \$9.99-\$14.99



Bipad: 27711  
 UPC: 7 37058 27711 4  
 Freq: Monthly  
 Price: \$6.99-\$7.99



Bipad: 27715  
 UPC: 7 37058 27715 2  
 Freq: Semi-Annual  
 Price: \$9.99-\$14.99



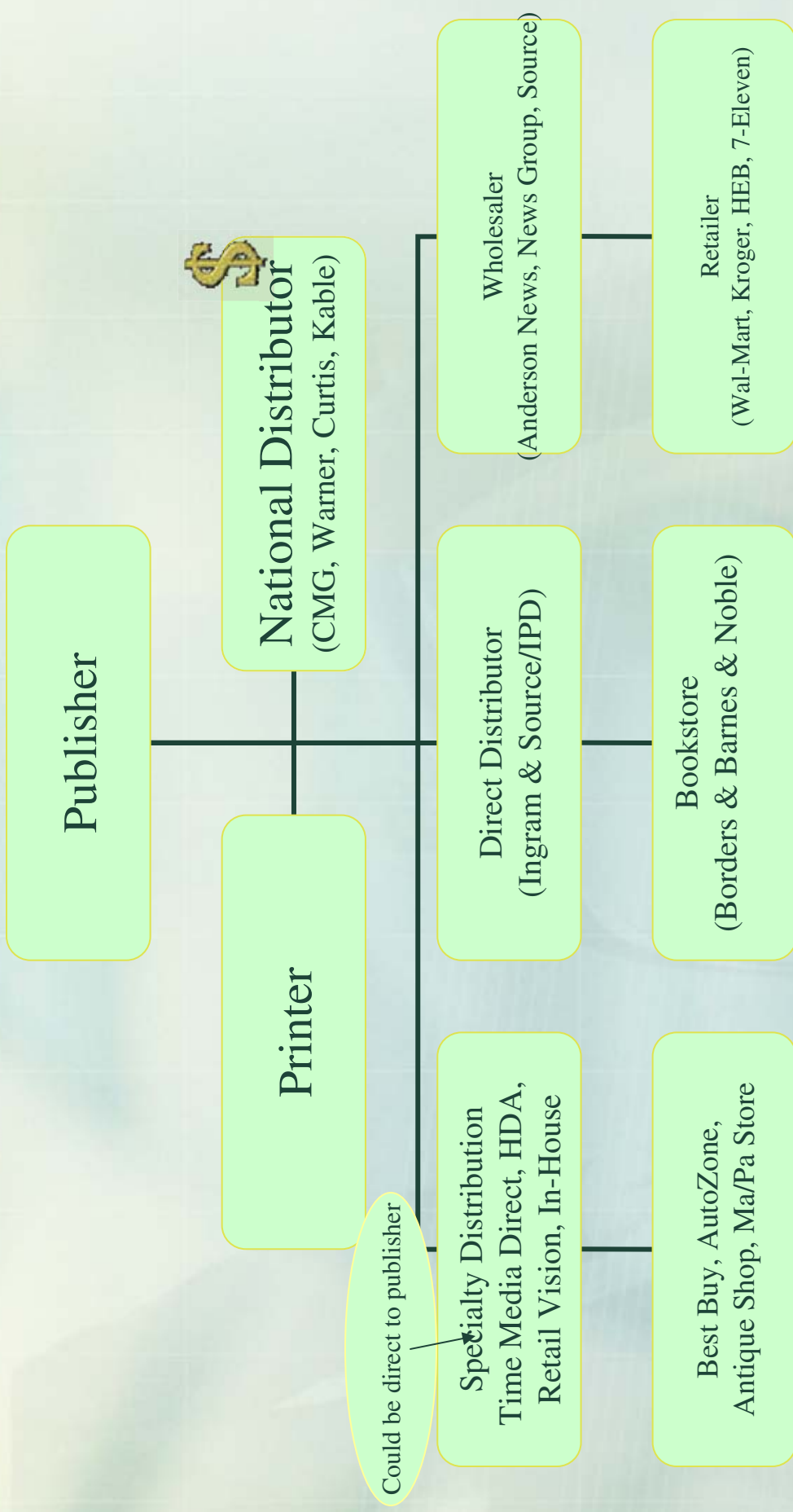
Bipad: 27700  
 UPC: 7 37058 27700 8  
 Freq: Bi-Monthly  
 Price: \$5.99-\$8.99



Bipad: 27716  
 UPC: 7 37058 27716 9  
 Freq: Semi-Annual  
 Price: \$9.99-\$14.99

## Newsstand Overview

# Distribution Flow



# Benefits of Newsstand

- Revenue
  - Roughly 40 to 50% of cover price
- Profitability
  - Many variables
    - Sell through, costs per copy, etc.
- Measurable performance
  - Issue by issue analyses
  - Helps with product identification / directions
- Growth
  - Expand distribution
  - Subscriptions

## Newsstand Overview

# Newsstand Revenue

<u>Approx. Costs / Discounts</u>	<u>Wholesale</u>	<u>Direct (bookstore)</u>	<u>Specialty</u>
Cover Price	4.99	4.99	4.99
Wholesale Discount	45%	50%	50%
National Distributor (Brokerage)	5%	5%	0%
Remit	2.50	2.25	2.50
Retail Display Allowance (RDA)	10%	N/A	N/A
Net Revenue Per Copy	2.00	2.25	2.50
<b>Copies Sold 1</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Revenue 1	\$2,000	\$2,250	\$2,500
<b>Copies Sold 2</b>	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>
Revenue 2	\$20,000	\$22,500	\$25,000
<b>Copies Sold 3</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>
Revenue 3	\$50,000	\$56,250	\$62,500

\*Additional costs not included (reship, freight, rack fees, etc.)

## Newsstand Overview

# Profitability - Sample

Ad Revenue	\$18,000
Newsstand Revenue	\$47,974
<b>Total Revenue</b>	<b>\$65,974</b>
Production Cost	\$38,576
Distribution Cost	\$7,900
Edit Costs	\$2,000
Commissions	\$900
<b>Total Cost</b>	<b>\$49,376</b>
<b>Net Profit</b>	<b>\$16,598</b>
Margin	25%
Newsstand Price	\$4.99
Newsstand Units	22,000
Remit After RDA Exp	43.7%
Draw	100,000
Dist Cost p/copy	0.079
% Sale	22%

# Audited 1st Half 2008 – Newsstand Results

- \*ABC & BPA titles down 8.3% in units
  - Dollars up 1.2%; price increase over 10%
- \*\* All titles down 5.2%
  - Dollars down 2.7%
- Economy, Internet, GDP, Fuel, Inflation, Housing, etc.
- Paper, page count, product, etc.
- Retailer shifts in demography; drug chains vs mass vs supermarkets

# National Distributor...

- What do we pay for?
  - Brokerage rate
  - Protection from wholesaler insolvency
  - Backroom / accounting / collection / payment
  - Front end marketing
    - Retailer expansions
    - Manage distribution
- Develop marketing plan
  - Review with National Distributor
  - Insure it's carried out
- Reporting
  - Wholesaler **withholding** analyses
    - Save \$'s right away
  - Draw/Sale Report
    - Efficiency management
    - Issue by issue sales analysis
  - Return flow / forecasting

# National Distributor (cont'd)

- Galley review process
  - Control draws/copies per wholesaler
    - Before each issue/print-order close
- Data
  - Competitive / market share
  - Top retailers
  - Gaps
- Market dynamics
  - Growth segments
  - Overall trend
- Promotions
  - Manage copies per dealer
  - Analyze
  - Use data

# Wholesaler...

- Takes some level of expertise but you can accomplish the basics
- Come in with a plan:
  - Eliminate withholding
  - Know your market / niche
  - Clear concise goals
    - Where do you want to be?
- What's it going to take?
  - Wholesale promotion
  - Retail promotion
  - Distribution based on strong sales trend

## Wholesaler (Reports)

- Bulk reports (next slide)
- Order regulation (O&R) reports
  - Shows per title, per dealer, issue by issue draw, sale, sell-through (efficiency %)
  - Review 6 to 12 issues' history with current distribution per dealer
- Comparable reports
  - Review your title next to 2-4 competitive titles
  - Average draw, sale, sell-through
  - Add viable accounts
  - Negotiate with wholesaler / distribution manager

# Wholesaler Bulk Report

MAGAZINE	\$\$	ISSUE	OS/DATE	DRAW	DIST	W/O	% W/O	SAL E	%	DLRS	AD/D	AS/D
ACTION PURSUIT GAMES	\$ 4.99	206001 Total	11/22/05	15,270	13,774	(1,496)	10%	4,994	33%	2,463	5.6	2.0
ACTION PURSUIT GAMES	\$ 4.99	206061 Total	12/20/05	15,020	13,107	(1,913)	13%	4,110	27%	2,418	5.4	1.7
ACTION PURSUIT GAMES	\$ 4.99	206002 Total	12/27/05	15,090	12,800	(2,290)	15%	4,919	33%	2,355	5.4	2.1
ACTION PURSUIT GAMES	\$ 4.99	206003 Total	01/24/06	19,800	17,260	(2,540)	13%	5,454	28%	3,222	5.4	1.7

40,910 Copies Wasted Annually!!!

## Wholesaler (cont'd)

- Challenges
  - Low margins
  - Financial risk
- Opportunities
  - Higher efficiency titles
  - Growth segments
  - Incentives
- National distributor reps
  - There to assist you?
    - If managed effectively

# Retailers

- Marketing / sell sheets
- Use national distributors marketing team
- Use wholesalers chain marketing team
- Do your homework
  - Category information
  - Trending
  - Demographics
- Promotion

# Wal-Mart

- Industry control through pricing restrictions
- Sustainability / Green initiatives
  - Increased efficiency
  - Minimum sales requirement
  - Limited authorization list
  - Delisted / removed 1100 titles
- Latest – 50% sell-through request
- Selling strategy?

## Strategies

# Wal-Mart

- New launch of **Beckett Sports Card Collector** will help Wal-Mart meet its **sustainability** initiative by:
  - In 2008 only 43 releases (-42%) are scheduled from 74 releases Beckett had in 2007
    - Four bipads
  - Wal-Mart copies will also be reduced by over 200,000 units (-31%) in 2008. Which will help drive higher efficiencies and unit sales on remaining product line.
  - Win, Win for Wal-Mart customer; New title will have 192-PAGE package, a +65% increase in size over previous Monthly Sport Collector titles which had package size of (116) pages.



The advertisement for Beckett Sports Card Collector features a central image of a smiling baseball player in a pinstriped uniform. To the left, the text reads 'www.beckett.com', 'Beckett', and 'SPORTS CARD COLLECTOR'. Below this, a 'FIRST PRICING' section lists: '2008 Topps Heritage, Bowman Chrome', '2008-08 Fleer', '2008-09 Donruss-Playoff', and '2008 UD Relics'. To the right, a 'NEW FORMAT! ILLUSTRATED PRICE GUIDE!' starburst is shown. Further right, three promotional banners are displayed: 'Top 10 Best Buys on Basketball Cards', 'Is it time to SELL your Jeter cards?', and 'Invest in Tom Brady Rookie Cards Now!'. At the bottom, there are images of a basketball player in a red jersey, a football player in a white jersey, and a baseball card.

# BECKETT SPORTS CARD COLLECTOR

- This NEW magazine will be the most comprehensive multi-sport magazine available for collectors
- Sports to be covered include:
  - Baseball - Basketball - Football
  - Hockey - Racing - Golf
  - Tennis - WWE - Soccer
  - Along with any new emerging hot properties
- Largest package size in category, 192-pages including 32 color pages
- New price point \$7.99 (Cover Price) due to new 192-package investment
- Distribute at Beckett Baseball bipad level.

www.beckett.com

# Beckett

## SPORTS CARD COLLECTOR

**HOT CARDS!**  
BASEBALL • BASKETBALL  
FOOTBALL • HOCKEY  
GOLF/RACING/WRESTLING

**NEW FORMAT!**  
ILLUSTRATED  
PRICE GUIDE!

**FIRST PRICING**

- 2008 Topps Heritage, Bowman Chrome
- 2008-09 Fleer
- 2008-09 Donruss-Playoff
- 2008 UD Relics

**Top 10 Best Buys on Basketball Cards**

**Is it time to SELL your Jeter cards?**

**Invest in Tom Brady Rookie Cards Now!**

Baseball player in a pinstriped uniform (New York Yankees) is featured prominently. Other sports cards shown include a basketball player in a red jersey (Cleveland Cavaliers) and a football player in a white jersey (Tom Brady).

# Develop Marketing Strategy

- Review data
- Competitive sales per retailer chain and wholesaler
  - Determine priority list based on sales and dealer variance (vs competition)
- Draw, sale, sell-through
  - Establish goals per title
- Promotions budget
- Review with national distributor and establish goals and action items

## Strategies

# Develop Marketing Strategy

MAGAZINE	COVER PRICE	AVG DRAW	AVG DIST	AVG W/H	AVG SALE	AVG DLRS	AD/D	AS/D
THRASHER	\$ 3.99	12,391	11,989	(402)	2,730	2,499	4.8	1.1
<b>ACTION PURSUIT GAME</b>	<b>\$ 4.99</b>	<b>8,619</b>	<b>8,482</b>	<b>(137)</b>	<b>2,156</b>	<b>1,670</b>	<b>5.1</b>	<b>1.3</b>
PAINTBALL 2XTREMES	\$ 4.95	6,150	6,050	(100)	1,419	1,242	4.9	1.1
FACEFULL	\$ 7.95	1,753	1,804	51	634	660	2.7	1.0
SPLAT	\$ 4.99	2,248	2,139	(110)	525	452	4.7	1.2

## Strategies

# Develop Marketing Strategy

MAGAZINE	COVER PRICE	AVG DRAW	AVG DIST	AVG W/H	AVG SALE	AVG DLRS	AD/D	AS/D
AMERICAN HANDGUNNER	\$ 5.95	18,673	18,534	(138)	6,078	3,563	5.2	1.7
GUNS & AMMO	\$ 4.99	20,444	20,121	(323)	5,913	3,900	5.2	1.5
GUNS MAGAZINE	\$ 4.95	8,436	8,305	(130)	2,582	1,565	5.3	1.6
<b>GUN WORLD</b>	<b>\$ 3.99</b>	<b>3,362</b>	<b>3,225</b>	<b>(137)</b>	<b>1,013</b>	<b>749</b>	<b>4.3</b>	<b>1.4</b>

		C	E	F	G	L	M	N	O	P	U	V	W	X	Y	Z
3917																
6																
7	Chain	Wholesaler Group	Wholesaler													
3887	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - BIRMINGHAM	BIF AL												
3888	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - BOWLING GREEN	KY												
3889	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS COMPANY	DENVE CO												
3890	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - DES MOINES	DEE IA												
3891	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - GREENVILLE	FOF SC	1	0	-3									
3892	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - HAMILTON	HAMI OH												
3893	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - KNOXVILLE	KNOX TN												
3894	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - LAS VEGAS	NLAS NV												
3895	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - LEMEXA	LEMEXA KS												
3896	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - MIAMI	MIAMI FL	1	0	-9									
3897	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - MISSOURI	MARYI MO												
3898	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - MODESTO	V.SAC CA	1	0	0									
3899	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - NASHVILLE	LA VE TN												
3900	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - ORLANDO	ORLAI FL												
3901	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - PENSACOLA	PEN FL												
3902	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - PROLOGIX	WEST (WA												
3903	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - RICHMOND	RICH VA												
3904	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - ROANOKE	ROAN VA												
3905	WALGREEN STORES	ANDERSON HQ	ANDERSON NEWS - TAMPA	TAMPA, FL												
3906	WALGREEN STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - BRAINERD	BF MN							49	123	22	72	144	
3907	WALGREEN STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - CHICAGO	CHI IL				2	0		226	700	145	397	1,065	
3908	WALGREEN STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - PHILADELPHIA	PA	1	0	-1				64	178	33	145	375	
3909	WALGREEN STORES	CHAS. LEVY	CHAS. LEVY CIRC. - LOS ANGELES	OM CA							43	123	36	85	247	
3910	WALGREEN STORES	HUDSON	HUDSON NEWS - NORTH BERGEN	NO NJ	1	0	-2				1	0	-1	1	0	
3911	WALGREEN STORES	HUDSON	HUDSON-RPM - ATLAS NEWS	WORCE MA							2	5	1	2	4	
3912	WALGREEN STORES	THE NEWS GROU	BENJAMIN NEWS INC. - MISSOULA	MI MT							5	17	5	4	15	
3913	WALGREEN STORES	THE NEWS GROU	THE NEWS GROUP - GRAND PRAIRIE	TX							60	300	61	100	469	
3914	WALGREEN STORES	THE NEWS GROU	THE NEWS GROUP - JACKSON	JACKE MI							7	30	20			
3915	WALGREEN STORES	THE NEWS GROU	THE NEWS GROUP LP (COWLEY)	JEFF MO							5	19	8	5	18	
3916	WALGREEN STORES	THE NEWS GROU	THE NEWS GROUP - SAN ANTONIO	SAN TX							4	15	9	4	22	
3917	<b>WALGREEN STORES</b>	<b>Total</b>			5	0	-15	2	0	517	1694	405	852	2510		
3918	WALLY'S NEWS AGENC	INDEPENDENT	HARRISBURG NEWS CO.	HARRISBUR PA	1	0	0	1	0	1	0	0	0	1	0	

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Type a question for help

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90% Reply with Changes... End Review...

/3947 & 190

		C	E	F	G	L	M	N	O	P	U	V	W	X	Y	Z
6																
7	Chain	Wholesaler Group	Wholesaler		ST	Avg Dealers per Issue	Avg Draw per issue	Avg Sale per issue	Current Dealers	Current Draw	Avg Dealers per issue	Avg Draw per issue	Avg Sale per issue	Current Dealers	Current Draw	
3928	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - ALBUQUERQUE	NM		12	64	36	11	56	41	379	195	36	330	
3929	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - AUSTIN	AUSTIN, TX		56	251	118	50	219	115	713	349	109	760	
3930	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - BIRMINGHAM	BI AL		37	161	89	36	165	97	641	341	94	673	
3931	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - BLOOMINGTON	IN		20	98	47	17	104	58	360	156	51	349	
3932	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - BOWLING GREEN	KY		12	73	31	11	85	33	201	107	31	210	
3933	WALMART STORES	ANDERSON HQ	ANDERSON NEWS COMPANY	DENVER CO		22	92	43	23	92	76	524	277	69	486	
3934	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - DALLAS	DALLAS TX		106	572	250	98	549	256	1,502	780	236	1,907	
3935	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - DES MOINES	DES MO IA		17	62	28	15	54	41	249	118	42	335	
3936	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - EVANSVILLE	EVANSVILLE IN		10	54	26	9	59	36	238	107	29	224	
3937	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - FAYETTEVILLE	FAYETTEVILLE NC		21	72	31	20	67	59	292	131	53	326	
3938	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - GLENDALE	GLENDALE AZ		22	114	64	18	91	52	422	215	52	428	
3939	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - GREENVILLE	FOF SC		56	254	114	55	237	113	521	281	130	811	
3940	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - HAMILTON	HAMILTON OH		30	134	57	28	139	88	556	255	80	580	
3941	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - HOMOLULU	HOMULULU HI							8	57	24	8	62	
3942	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - KNOXVILLE	KNOXVILLE TN		53	204	80	52	199	140	1,069	470	131	1,135	
3943	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - LAS VEGAS	NLAS VEGAS NV		11	59	25	13	66	30	287	136	27	289	
3944	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - LENEXA	LENEXA KS		25	74	30	26	119	75	454	226	85	634	
3945	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - MABELVALE	MABELVALE MA AR		27	139	65	23	170	77	585	309	69	574	
3946	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - MEMPHIS	MEMPHIS TN		19	73	31	18	67	76	499	238	72	547	
3947	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - MIAMI	MIAMI FL FL		13	63	29	12	64	35	190	85	34	238	
3948	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - MISSOURI	MISSOURI MO MO		28	174	81	18	144	78	444	238	58	375	
3949	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - MODESTO	MODESTO CA CA		4	32	14	5	50	12	85	36	12	82	
3950	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - NASHVILLE	NASHVILLE TN TN		25	120	53	22	130	56	361	168	53	401	
3951	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - OKLAHOMA CITY	OKLAHOMA CITY OK		17	104	47	16	101	92	663	323	87	666	
3952	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - ORLANDO	ORLANDO FL FL		37	150	61	34	167	76	438	206	72	500	
3953	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - PARKERSBURG	PARKERSBURG WV WV		8	50	19	7	53	25	214	96	23	197	
3954	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - PENSACOLA	PEL FL		27	139	58	27	118	49	461	223	48	470	
3955	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - QUINCY	QUINCY IL IL		10	46	17	9	59	44	251	98	34	221	
3956	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - RICHMOND	RICHMOND VA VA		17	67	23	17	65	42	254	119	42	269	
3957	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - ROANOKE	ROANOKE VA VA		15	61	26	6	29	46	307	152	21	191	
3958	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - SALT LAKE CITY	SALT LAKE CITY UT UT		11	48	21	11	51	30	190	98	30	206	
3959	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - SCOTT DEPOT	SCOTT DEPOT WV WV		16	126	59	15	126	27	221	118	26	219	

APG vs Facefull APG vs Paintball 2xtremes GW vs Guns & Ammo RH vs Cottage Living

AutoShapes

NUM

File Edit View Insert Format Tools Data Window Help

Strategies

10 B U \$ .00 +.00 -

95% Reply with Changes... End Review...

(3982) =SUBTOTAL(9,Y3928:Y3981)

	C	E	F	G	L	M	N	O	P	U	V	W	X	Y
5														
6														
7														
	Chain	Wholesaler Group	Wholesaler	ST	Avg Dealers per issue	Avg Draw per issue	Avg Sale per issue	Current Dealers	Current Draw	Avg Dealers per issue	Avg Draw per issue	Avg Sale per issue	Current Dealers	Current Draw
3960	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - TALLAHASSEE	FL	8	37	9	5	40	25	149	83	21	129
3961	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - TAMPA	FL	24	98	37	21	84	66	345	169	64	368
3962	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - TUSCON	AZ	3	19	9	2	19	15	125	59	14	133
3963	WALMART STORES	ANDERSON HQ	ANDERSON NEWS - WICHITA	KS	9	35	15	7	43	38	221	125	32	233
3964	WALMART STORES	BENJAMIN NEWS	BENJAMIN NEWS INC - MASSENA	NY	1	6	2			1	10	6		
3965	WALMART STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - BRAINERD	MIN	52	239	88	50	242	103	593	249	107	379
3966	WALMART STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - CHICAGO	IL	94	379	151	96	349	211	1,479	540	225	1,361
3967	WALMART STORES	CHAS. LEVY	CHAS. LEVY CIRC. CO - PHILADELPHIA	PA	79	317	136	87	325	181	1,067	474	201	910
3968	WALMART STORES	CHAS. LEVY	CHAS. LEVY CIRC. - LOS ANGELES	CA	29	126	57	26	124	82	447	205	90	507
3969	WALMART STORES	HUDSON	HUDSON - MID/E.F. ARMINGDAL	NY	6	23	6	2	9	6	32	10	3	17
3970	WALMART STORES	HUDSON	HUDSON NEWS - NORTH BERGEN	NJ	6	23	4	19	97	28	152	45	25	145
3971	WALMART STORES	HUDSON	HUDSON-RPM - ATLAS NEWS	MA	107	498	187	79	328	154	823	399	90	511
3972	WALMART STORES	INDEPENDENT	HARRISBURG NEWS CO. - HARRISBURG	PA	27	109	48	29	154	40	605	184	40	352
3973	WALMART STORES	THE NEWS GROUP	BENJAMIN NEWS INC. - MISSOULA	MT	15	70	28	15	79	34	294	128	35	287
3974	WALMART STORES	THE NEWS GROUP	DAKOTA NEWS INC - SIOUX FALLS	SD	6	36	8	6	29	9	53	24	9	54
3975	WALMART STORES	THE NEWS GROUP	RUSHMORE NEWS - RAPID CITY	SD	2	11	5	2	10	3	20	11	3	20
3976	WALMART STORES	THE NEWS GROUP	SAKS NEWS AGENCY - BISMARCK	ND	5	47	19	5	69	9	47	28	9	64
3977	WALMART STORES	THE NEWS GROUP	THE NEWS GROUP - ANCHORAGE	AK	1	3	1	1	3	6	90	42	6	81
3978	WALMART STORES	THE NEWS GROUP	THE NEWS GROUP - FIFE	WA	17	74	34	49	249	54	559	211	54	457
3979	WALMART STORES	THE NEWS GROUP	THE NEWS GROUP - SACRAMENTO	CA	22	132	48	21	109	66	614	240	70	614
3980	WALMART STORES	THE NEWS GROUP	THE NEWS GROUP - SALT LAKE CITY	UT	7	29	11	5	17	16	272	98	16	161
3981	WALMART STORES	THE NEWS GROUP	THE NEWS GROUP - SAN ANTONIO	TX	21	110	40	28	128	55	542	210	57	520
3982	<b>WALMART STORES Total</b>				1325	6151	2596	1277	6202	3285	22167	10215	3115	21998
3983	WAREHOUSE MARKET	ANDERSON HQ	ANDERSON NEWS - OKLAHOMA CITY	OK	0	0	0	0	0	4	9	5	4	10
3984	<b>WAREHOUSE MARKETS INC. Total</b>				0	0	0	0	0	4	9	5	4	10
3985	WAREHOUSE MKTS/SC	INDEPENDENT	TRI-COUNTY NEWS CO - SANTA MARIA	CA						2	8	4	2	12
3986	WAREHOUSE MKTS/SC	THE NEWS GROUP	THE NEWS GROUP - SACRAMENTO	CA	3	15	5	4	18	10	67	33	11	75
3987	<b>WAREHOUSE MKTS/SCOLARIS Total</b>				3	15	5	4	18	12	75	37	13	87
3988	WARRENTON OIL COME	THE NEWS GROUP	THE NEWS GROUP LP (COWLEY)	MO	1	2	0	1	2	2	4	1	1	3

APG vs Facefull APG vs Paintball 2xtremes GW vs Guns & Ammo RH vs Cottage Living

AutoShapes

NUM

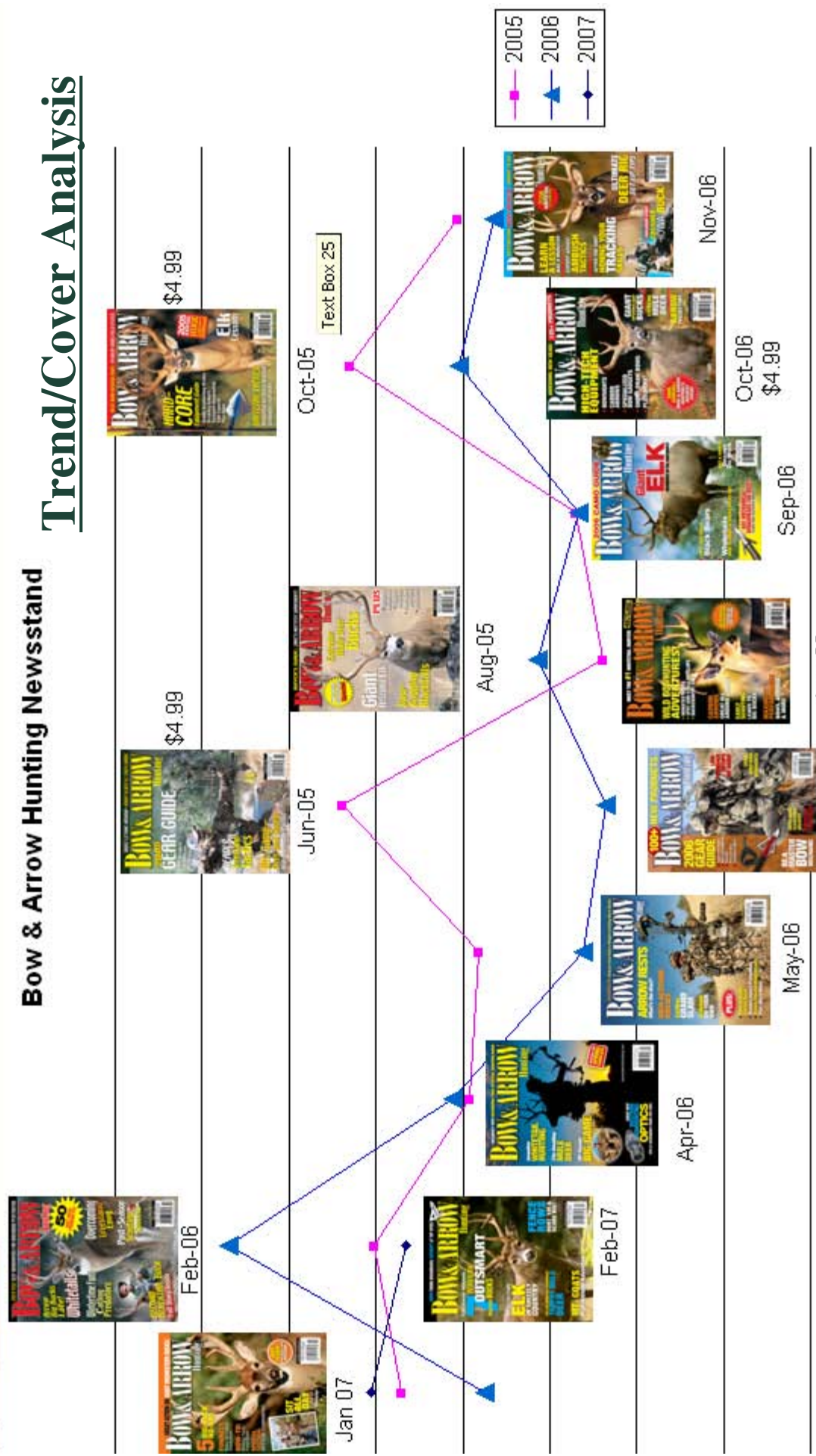


Chart Area

File Edit View Insert Format Tools Chart Window Help

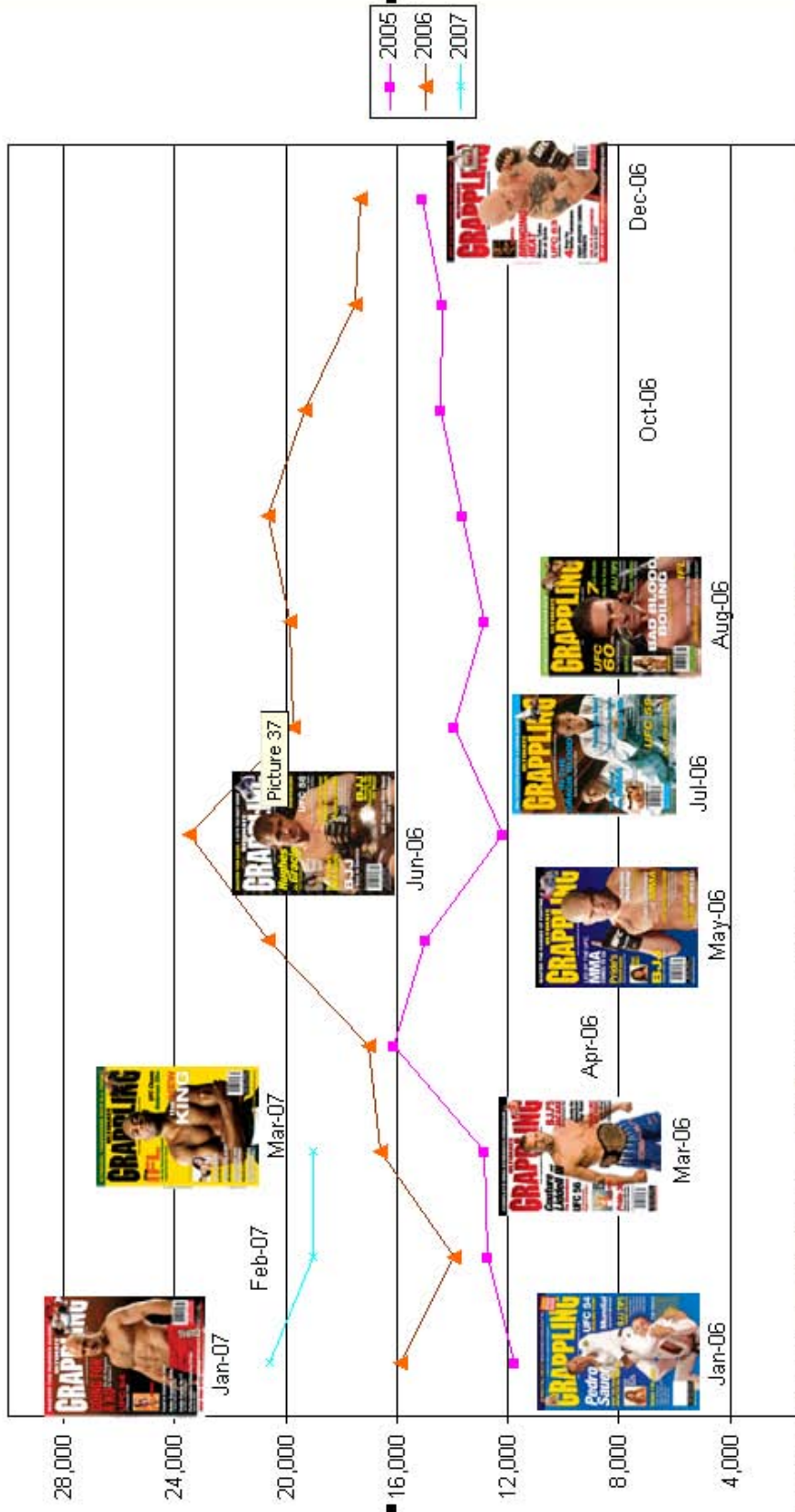
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100%

Reply with Changes...

### Ultimate Grappling Newsstand



Microsoft Excel ...

Microsoft Power...

Newsstand

Microsoft Outlo...

Microsoft AT&...

(0 unread) AT&...

Yahoo! - Windo...

start

Ready

9:01 PM

# Promotions

- Chain
  - Wal-Mart
  - Albertson's
  - CVS
- Wholesaler
  - Source, News Group, ANCO, etc.
- Agreement
  - Number of issues, draw levels, etc.
- Compliance
  - Performance
  - Accountability
- Costs

# Marketing Strategy - Finalize

- Where do we want to be by year's end?
  - Budget revenue
  - Sales goal
- Pricing
  - Category analysis
  - Competitive titles
  - Feasibility
- Promotion
  - Chains
  - Wholesalers
- Distribution
  - Chains
  - Specialty
  - Bookstores
- Efficiency
  - Breakeven / profitability
- Retail authorization
  - Competitive analysis
  - Marketing sheets

# Specialty Distribution

- Direct to Retail (In-house)
- Blockbuster (Retail Vision)
- Lowe's (HDA)
- SAM'S Club (Media Solutions)
- COSTCO (Source Interlink)
- Best Buy (Time Media Direct)
- Auto Zone, Kragen, Pep Boys (Retail Vision)

# Specialty Distribution

## Auto Zone - Retail Vision

Estimate Sale P Dealer	1.5		
Estimated sale	4200	\$ 10,479	Net Revenue per issue
Reship p. lb	0.30	\$ 1,386	Reship Fees
Per store charge - display	8	\$ 1,867	Retailer Display Fees
Production cost per copy	0.6	\$ 5,040	Production Costs

Draw1 8400

Weight 0.55

# of stores 2800

Discount 50%

efficiency 50%

Draw p dealer 3

Estimated Profit:

\$ 2,186

26,236.00 Per Year

# Questions / Comments

?