



# Update your magazine category to *improve* the magazine shoppers experience

The main goal in doing a magazine relay is to improve sales performance, help customers navigate the category better and improve space efficiency. Having a strong magazine range can increase dwell time in store and attract new customers.

## How to do a Relay: *Plan*

### EACH STORE IS DIFFERENT:

- The magazine category can look different in each store, so plan around your layout and your customer base.

### REVIEW CURRENT SPACE ALLOCATED:

- Assess your current allocated space for magazines. Decide whether you want to maintain all the space for magazines or redefine it for other products.

### DISPLAY OPTIONS:

- Determine whether you want all magazines to be fully faced (this means displaying at least two-thirds of each magazine cover) or if overlapping titles will be necessary. The choice may depend on how your fixtures are constructed, which will also affect the number of titles you can display.

### UTILISE SALES DATA:

- Review your sales data to identify your best-performing and growing categories. This information can help you nominate the appropriate amount of space for your top categories.



### *Helpful Tip:*

Plan your category segmentation flow on paper. Start by sketching your magazine fixture and mapping out which categories will be placed where and how they will flow together. This is especially useful for your first relay or if you have not updated the category for a long period of time. It is also helpful when you have more than 1 person doing the relay.

## On the day of the Relay:



### REMOVE OLD MAGAZINES:

- Start by taking out any old magazines or titles you no longer want to display or need to return.



### CLEAN FIXTURES:

- Ensure the fixtures are clean before reorganising and replacing magazines



### START REPOSITIONING:

- Move from the front of the fixture to the back, using your mapped-out category plan as a guide.
- Depending on the number of changes you must make, a good way to relocate the magazines is by borrowing a shopping trolley, this helps relocate large number of copies from one location to the other (and saves your back)



### HOW TO REPOSITION THE MAGAZINES:

- Utilise flat areas in your racking for bulk copies of popular titles (which tend to sell in higher volumes). Always dual-locate some copies of best-selling titles at the top of the rack to attract customers and increase sales.
- Don't hesitate to relocate categories to new spots. For example, if your puzzle category is currently at the back of the store, consider moving it forward to capitalize on its growth; ideally, it should be near your weekly titles.
- Avoid leaving empty spaces. Use a waterfall display style (showing multiple titles vertically) to create visual impact and enhance exposure for additional sales.
- Regularly step back to assess the overall appearance of the relay. A successful layout is like building a jigsaw puzzle—the better the magazines fit together, the more appealing the category looks.
- If you have category cards, position them within the racks to assist customers in navigating to their desired categories.



## Segmentation Tips

- Within most categories there are subsegments. When placing your titles into the category aim to place them in segment interest, this can help increase multiple purchase.

Some examples: -



- Homes Category, place all the kitchen renovation titles together and bathroom renovation together



- Crafters enjoy exploring various crafts, so consider placing painting, illustrations, and colouring books together.



- For the Puzzle category there are many different types of puzzles and puzzle customers, so aim to keep each title align by putting all crossword puzzles together, all find-a-word puzzles together, etc.

*This approach can help increase upselling opportunities.*

## Post-Relay Monitoring:

1. Use your POS system to track sales and observe any spikes or declines.
2. Listen to feedback from your staff and customers.
3. Review your average magazine basket size; over time, the relay should support increased basket sales.
4. Observe changes in customer behaviour and be prepared to respond and adjust accordingly.
5. Ensure all magazines are scanned properly, eliminating hotkeys that don't accurately register sales.
6. Reach out to Are Direct if you need to adjust your supply.

### MORE IDEAS FOR INCREMENTAL SALES:



#### *Get your HOT spot:*

Identify a high-traffic area near the entrance of your store to allocate as a HOT spot for dual-locating magazines. Use this location to feature new titles or to group titles based on seasonal events or occasions.



#### *Change it up:*

Rotate titles in your impulse locations based on new releases and products throughout the week to keep displays fresh and inviting. Focus on the front of your store by placing the newest titles there.



#### *Mix it up:*

Locate some magazines within your other categories in-store. For example, home titles sit well within your home giftware such as candles.