

MERCHANDISING TIPS

Key tips: Effective magazine management and incremental sales

Magazine category tips:

Positioning

- Make sure that the magazine category is visible from the entry of your store.
- Browsing is an important key to upselling magazines across category. To support your customer to browse the category effectively it is important to have the correct category adjacencies and flow. Using the sub-category and segment guidelines will help you to position magazines within interest sections, so it is easier for your customers to shop.
- The magazine category is the destination for your magazine product range in store. To upsell products, create an impulse purchase location, such as the newspaper stand or the front counter.
- Review your traffic flow – customers can only buy the merchandise they see. So the correct layout of the magazine category and the location it is in store is critical. By encouraging customers to move past the category or magazine display will support upselling opportunities.

Visibility

- Aim to full face covers of magazines.
- Waterfall products when placed in the category to maximise their exposure.
- Create some feature magazine spots to showcase new titles on-sale “out this week” or new releases.
- Ensure that all point of sale is up to date and looks fresh.

Range and data

- Review your sales by sub-category and segment regularly to ensure you have the right mix of titles.
- Monitor changes in your customer behaviour and respond and adjust accordingly.
- Scan all sales properly and eliminate hot keys.
- Use your point of sales system effectively and run reports regularly.
- Establish a regular timetable to analysing the sales reports available in your point of sale system.
- Benchmark individual magazine sub-category sales and track their progress. Once you have reviewed adjust supply and title mix to maximise sales.

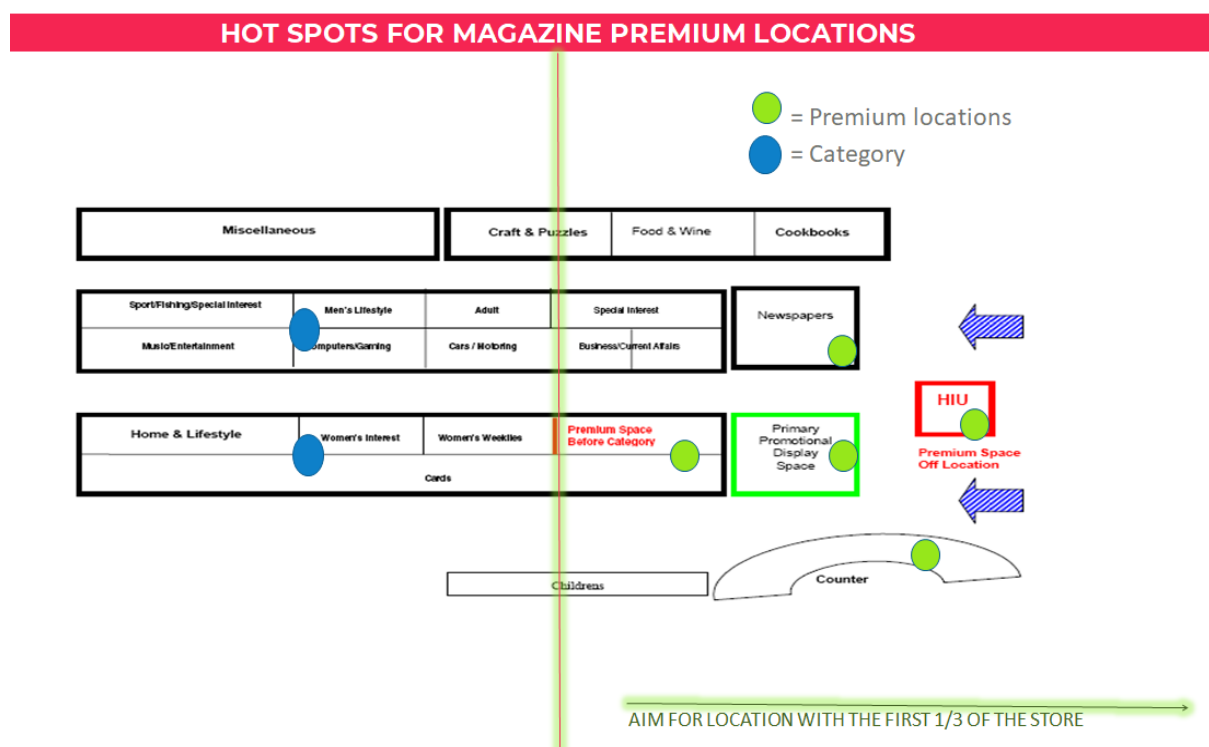
Fixtures

- Ensure the fixtures are tidy and laid out as per the sub-category and segment guidelines.
- Lighting is important to help customers navigate the store layout.
- De-clutter. Remove old magazines and old point of sale.

Key tips: Merchandising for incremental sales

Here are the top tips for merchandising magazines:

- Get your Hot Spot
 - Allocate a place that everyone walks past when they enter your store or near the main traffic flow of the customer. Allocate this as your ideal Hot Spot to dual locate magazines.
 - Use this Hot Spot to feature new titles on-sale, or try grouping a range of titles based around seasonal events or occasions.



- Change it up
 - Change titles in your impulse locations based on new on-sale and new products.
 - Rotate products during the week to keep the displays fresh and inviting.
 - Focus on the front of your store. Place the newest titles in the spotlight.
- Dual location with other categories
 - Place magazines within your other categories to upsell. Position fashion titles alongside your gifting items, such as jewellery and candles.
- Lighting and signage

- Signage helps customers navigate the category and impulse locations. When in the category it is good to use category cards. For displays, utilise the point of sale provide by the publishers.

Visual merchandising tips:

- Positioned in a Hot Spot location in store.
- Utilises available window space, if available.
- Ensure you always locate a magazine within or near the display.

Timeframes for promotional magazine displays:

- Monthlies and/or one-shots – first five days of on-sale.
- Weeklies – first three days of on-sale.

Tips for good display techniques:

- Select one title to promote as your focal point, or a category.
- Keep it simple – too many messages can confuse the consumer.
- Don't clutter – cluttered displays look messy.
- Always place magazine copies within the display.
- Simple displays can often work well with magazines; you don't need a large space to create impact.
- Lastly don't leave and forget. Displays have a timeframe; you need to mix it up to keep your customer's interest.

Are Media is supported by an external merchandising company, so if you would like some merchandising assistance, email us and we will get in contact with you.