

What if we leveraged everything Books and Magazines have to offer?

A presentation that highlights the relevancy of books and magazines in retail, while calling out new and creative opportunities for collaboration among channel partners to drive sales and enhance the shopping experience

Notes This presentation is meant to be delivered by a supply chain partner and not as a leave behind document.

The presentation is meant to engage retailers in conversation/dialog about current and new opportunities

Recent years have seen significant change in both bricks and mortar retail and publishing. Those changes continue at a rapid pace. Sales in this environment are challenged. Trends like reduced store size, a shift toward perishables, increasing category competition, on-line sales, often contribute to lost space and interest by our retail partners. This presentation speaks to the fundamental value of the categories and to the new opportunities that await when we leverage these core strengths, working in collaboration with our retail partners.

Suggested steps and points of emphasis

Before reviewing the presentation:

- Acknowledge that sales have indeed been challenging
- We recognize that retail is changing rapidly and that retailers are demanding more for their consumers
 - Similarly, the competition for readers has created challenges and changes in the publishing industry
 - Publishing industry values and remains committed to retail
 - Also that the publishing supply chains have gone through changes to... now lean and mean and ready to work with retail partners.

Presentation Overview / Outline:

- Slide 1: Opportunity to do more...Leverage Everything
- Slides 2-3: In the marketplace there is a building thirst for quality content, and magazines/books have so much to offer
- Slides 4-6: emphasize that consumers are engaged with the medium.
 - That the categories remain large in Retail and in General Merchandise departments attracting significant numbers of customers and retail spend.
 - Sales Exceeding \$2 Billion in Magazines and \$4 Billion in Books (info not on slide)
 - Recent successes point to consumer interest in the medium
 - Special Interest Publications (SIPs), new titles like *Magnolia Journal*, *Pioneer Woman*, etc.
 - New books doing well (i.e. Dan Brown, *Origin*; *Hamilton*; Children's books, etc.)
- Slide 7 As evidenced by magazine metrics, publishing shoppers are the best customers
 - Highlight \$68 dollar basket with a magazine and \$34 without
- Slides 8-10: Strong profitability metrics
 - As we attempt to grow sales, those sales will deliver bottom-line profits.
 - Call out comparative performance to ANG.
 - Emphasize unit profit and SBT as appropriate.
- Slides 12-15: examples of current and new opportunities to explore. Supplement as needed.
- Slide 16: Summarizes that there is much to be leveraged together.
- Slide 17: This last slide states "Let's work together to leverage everything these categories have to offer..."
 - This slide serves as a segue to allow the presenter to ask the retailer what they can work on together.
 - e.g. click and collect, new sales program, combining online efforts, cross merchandising, cross-promotion. [See slides 13-15 best case]