

SUPERLEAGUE

SUPERLEAGUE *elite*



What is Superleague?

Superleague is a promotional sales club that offers publishers the opportunity to target their newspapers / magazines to the quality independent retailer. Our main focus is two fold.

- Firstly, we are looking to introduce publishers to a core group of quality independents that will provide great ROI on promotions.
- Secondly, we are also looking to reward sales growth for Independent retailers by offering them the opportunity to take part in organised promotions.

How does Superleague work?

Superleague is a sales club for quality Independents who gain financial rewards for selling more magazines. We have allocation systems in place and a nationwide infrastructure that gives publishers and distributors the opportunity to drive promotions and sales activity through 1,500 of these quality independent retailers.

The Superleague package includes :-

- Targeted personal mailer to members covering details of the promotion.
- Incentives to the member are included in the overall cost of promotion
- Full results for all promoted issues

Some of Superleague Successes in 2007!!



For the Bride Apr 07 = +645% in sales through Superleague with additional RSV of £5,155.

SUPERLEAGUE

SUPERLEAGUE
elite



Some of Superleague Successes in 2007!! Cont...



Which Digital Camera May 07 = +349% in sales through Superleague with additional RSV of £5,991.



Playstation Mag Off UK Mar 07 = +91% in sales through Superleague with additional RSV of £4,641.

A Focus on Quality and Rewards

Superleague is constantly looking at ways to improve as an independent sales club. We have worked extremely hard in the past to develop sales for our members as well as producing impressive ROI figures for publishers. From 2006 results, on average for every £100 invested with us we would return £157. We are aware that we constantly need to develop, we knew that we had to concentrate on a core number of Independents which brings a large number of benefits which include reduced copy investment, less early returns and increased compliance in stores.

SUPERLEAGUE

SUPERLEAGUE *elite*



Superleague Elite - The new way to promote!!!



SuperleagueElite gives publishers the opportunity to increase their sales through a core set of quality independent retailers. There are 400 members who are signed up to the club and they receive a promotional unit which can promote 16 full facings of News & Magazines.

- These members account for 2% of MD customers and 7% of MD total magazine sales.
- These promotions cost between 75p and £1 per facing, per store, per week.

How does Superleague elite work?

Superleague Elite focuses on 400 quality independents and it gives publishers the opportunity to give their titles a full facing in Independent stores that have constantly produced impressive sales results.

The Superleague Elite package includes :-

- Targeted personal mailer and planogram to members covering o/s dates and where to site the title on the unit every 4 weeks
- Business development calls to the members at least 4 times a year
- Full results for all promoted issues

SUPERLEAGUE

SUPERLEAGUE *elite*



Make a Title take off with the Launch Factory!!!

The Launch Factory has done some tremendous work for both new launches and re-launches of major titles. For example, we undertook some work for the launch of Look which launched in Feb 07.

- On the launch issue, Look increased the overall category within Superleague members by 10,600 copies and Look took a 36% market share on the first issue against competitors
- Over the next 4 issues, Look continued to hold on average 30% market share against their competitors.



The Launch Factory package includes :-

- **Branded Personal Sales Package**
- **A4 poster**
- **Full details on the title including target audience and**
- **Allocation for 4 issues**
- **Incentives for all copies sold of 2 issues post launch.**
- **Full results for all promoted issues**

For more information on how you can benefit, contact:-

John Cairns

Tel - 0131 469 4542

Email - John.Cairns@d-ciphermarketing.com or

Charlie Buik

Tel - 0131 469 4622

Email - Charlie.Buik@d-ciphermarketing.com