



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 and some POS
- Incentives to the member are included in the overall cost of promotion
- Full results for all promoted issues

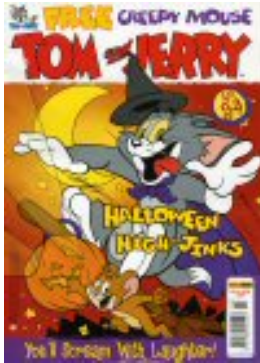
Some of Superleague Successes in 2008!!



Muscle & Fitness Aug 08 = +97% in sales through Superleague with additional RSV of £2,100.



Some of Superleague Successes in 2008!! Cont...



Tom&Jerry N23 = +121% in sales through Superleague with additional RSV of £1,730.



Build It = +172% in sales through Superleague with additional RSV of £1,660.

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. As well as core Superleague, we are also looking at other areas to target including Superleague Adult promotions where members who sell titles such as Escort will receive additional copiers of other titles.

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 have a promotional unit which can promote 16 full facings of News & Magazines.

- If any new members wish to sign up to SL Elite, they can buy a unit at a discounted price and pay 10 weekly installments.
- Guaranteed additional copies of quality titles. Title that have promoted previously are Ok, New, Star, Look, Inside Soap, FHM, Match of the Day

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

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

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