

Exclusive offer to independent retailers

- ✓ Are you interested in effectively paying only for net sales?
- ✓ Would you like to enjoy a minimum of 33 days' extended credit?
- ✓ Are you interested in extended payment terms for Magazines and/or Seasonal Goods?

If you answered YES to any of the above questions, read on...

Magazines

Magazines represent a lucrative area of the retail market:

- Consumers in the UK spend **£2bn a year** on magazines
- **80% of all women**, and **67% of all men** read a consumer magazine
- Magazine buyers spend on average **60% more in store** than non-magazine buyers



Now Menzie's Distribution is offering you the chance to make the most of this profitable area, with **extended payment terms**, which will result in you effectively **paying only for net sales**.

This offer applies to **all** your magazine sales

- casual
- saved copy
- home deliveries

You may have already taken advantage of our deferred payment scheme on racking to increase your selling space - if sales are the oxygen of your business, then cash flow

provides the energy for it to grow, develop and thrive.

Menzie's Distribution believes that **extended payment terms** is a very attractive offer for our independent retail customers - our significant investment needs to be supported by newsagents who are sincere about developing their sales and their business.



Seasonal goods



Annuals and Calendars are also included in our attractive seasonal offer of **extended payment terms** allowing you to develop and even extend your range of seasonal goods in order to encourage sales at key times of the year.

Home news delivery

Independent Newsagents lead the industry on operating home delivery, according to the latest figures from the subscription index.

If you operate a Home News Delivery service, you will almost certainly benefit from our offer of **extended credit**.

Provided you pay by direct debit and can provide evidence that at least 25% of your weekly news/magazine sales at trade value are paid for on a monthly basis by customers receiving home delivered copies, Menzies Distribution can offer you **extended payment terms**.



To take advantage of this lucrative offer...

In order to qualify for any **extended payment terms**, you must commit yourself to points 1 - 3 below:

1. Accept Promotional Allocations

The news industry, by its very nature, does not stand still. New launches and title promotions are the lifeblood of the industry and properly managed and targeted, create enhanced sales for all. Using our state of the art 'Continuum Magazine Allocation System', promotional allocations are generated using sales history and adding additional investment copy according to the promotional activity. Retail Promotions and Allocation Advice notes generated by the new system provide straight forward sales information which will help in making an informed decision and giving you the opportunity to amend these proposed supply figures.

2. Availability

It is equally important that magazines are given their display space for their entire on-sale period - you must expose the product to the danger of being sold! We are also pleased to offer you deferred interest payments on purchases of news racking in order to extend your display area.

3. Direct Debit

The benefits to you, the customer, in settling your news account by direct debit are well-documented - over 7,000 of our customers already choose to pay by this method. Combined with extended credit, magazine supplies received on a Monday do not have to be paid for until some 38 days later. Simply complete the attached pro-forma as appropriate, even if you already pay by Direct Debit, and enjoy the cash flow benefit of extended payment terms.

Apply for extended payment terms

Extended payment terms is a direct benefit to you to allow you to invest in and build your business. Make the commitment now!

1. I would like to apply for extended payment terms for the following (tick all that apply):	
Magazines	<input type="checkbox"/>
Seasonal goods	<input type="checkbox"/>
Home News Delivery	<input type="checkbox"/> (at least 25% of my weekly news/magazine sales at trade value are paid for on a monthly basis by customers receiving home delivered copies)
2. Yes, I will accept promotional allocations <input type="checkbox"/>	
3. Yes, I will maintain availability <input type="checkbox"/>	
4. Yes, I will pay by Direct Debit <input type="checkbox"/> I have completed the Direct Debit mandate overleaf <i>or</i> <input type="checkbox"/> I already pay by Direct Debit	
Customer number	
Signed	
Date	

Eligibility for Extended Payment will be effective from the date of approval of the Direct Debit Facility.

Customers who already pay by Direct Debit should only complete and return the above pro forma.

Customers who have agreed to start payments by Direct Debit must also complete the mandate overleaf.

Addendum to Direct Debit Instruction

The following additional information is required to ensure the accurate processing of your Direct Debit Instruction.

Customer name	
Shop name (if different)	
Supplying Menzies branch	
Customer account number	
Address	
Town/city and postcode	
Telephone	

This form should be returned along with the completed Direct Debit Instruction to your supplying branch of Menzies Distribution Ltd.

For Menzies Distribution Ltd use only

Reference number	
Supplying branch	