



## **SUPPORTING SHOP SAVE**

### **What is it all about?**

- Encouraging readers to order magazines
- Increasing reader awareness that any magazine can be ordered
- Making it easy to see where customers can order magazines
- Establishing a common brand for promoting magazine ordering
- Using magazines to raise awareness of the initiative to encourage retailers to participate

### **What are publishers doing to support the campaign?**

- Using the Just Ask! Logo within their magazines
- Including a newsagent shop save order form within their magazines
- Including details of Just Ask! on web sites and in relevant advertising
- The PPA has produced a Point of Sale pack, which includes a window sticker, in-store poster and two shelf-talkers.

### **What are wholesalers doing to support the campaign?**

- There is commitment to the initiative from all wholesale groups
- All wholesale groups have committed to discuss shop save with all change-of-ownership retailers
- Smith News and Menzies Distribution have Just Ask! details on their websites, Connect 2U & i-Menzies

### **What are the benefits for retailers?**

- Reduces pressure on shelves and increases the range of titles sold
- Increases customer satisfaction and gives customers a reason to come to an individual shop ie it builds customer loyalty
- Increases regular footfall and frequency of purchase

**THE JUST ASK! CAMPAIGN HAS SUPPORT FROM ALL  
CORNERS OF THE MAGAZINE INDUSTRY**