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MENZIES DISTRIBUTION WORKS WITH EASON & SON TO DELIVER NEW PROMOTIONAL OPPORTUNITIES FOR PUBLISHERS IN IRELAND

Menzies Distribution is poised to roll out its award winning Superleague sales club across Ireland. A new partnership arrangement between Menzies and Eason and Son, Dublin, will give publishers access to over 500 of the best independent outlets in Ireland from January 2007.

‘We are absolutely delighted to be working so closely with Easons. The extension to our award winning Superleague program gives our publisher clients a unique opportunity to promote in the lucrative Irish market,’ says Charlie Buik, Sales Development Manager of Menzies Distribution.

He continues to say that, ‘Publishers tell us that their money needs to work harder than ever and they want new opportunities to find untapped sales potential. We’ve been working with Easons over recent months to ensure that this partnership will deliver on both counts.’

For publishers Superleague enables them to drive sales across a network of quality independent retailers. In 2005 it delivered £157 return for every £100 invested thereby cementing its position as the most cost effective route to the quality independent retailer.

Since its inception, Superleague has collected a string of industry awards and notched up an impressive array of statistics – a membership of over 3,200 independent retailers; and in the past year an additional £1.3million copy sales with an extra £300K being paid out in incentive payments to members for driving sales.

‘We wanted to work with Menzies because Superleague delivers proven results for both publishers and retailers,’ points out Ronan Beirne, Group Magazine Marketing Manager for Eason and Son Ltd, of Dublin.

‘This new partnership will ensure more sales and better profits for our retail customers whilst publishers will derive the benefits of access to a vibrant market with improved sales potential.’