



magazine marketing company

# MMC Newsletter

Monday 31st March 2008

## MMC recruits John Bardsley to Account Director role

MMC is delighted to announce the appointment of John Bardsley to the newly created position of Account Director. Prior to joining MMC, John held a number of senior positions with Marketforce (UK) Ltd.

Reporting to Managing Director Andy Scott, John will head up the Client Services Department. Commenting on the appointment, Mr Scott said "We are delighted to welcome John to MMC and this appointment further demonstrates MMC's desire to offer senior level experience to specialist magazine publishers. John has extensive knowledge of wholesale, retail and publishing and is a valuable addition to our team."



## Magazine Marketing Company (MMC) has ACE Press Award winners for 2008

Two of MMC's clients scooped the Gold and Silver award at last week's ACE Awards. Terrorizer a heavy metal music magazine, published by Dark Arts won the circulation excellence and endeavour by a smaller magazine. The judges commented 'Terrorizer Magazine just had the edge within both the category and within the sector it covers. An excellent entry.' In the same category, Ultra VW, a magazine about classic Volkswagen and published by CH Publications piped National Magazines Coast to the Silver Award.

Speaking of the successes, Patrick King, MMC's Sales Director said "it is a great thrill for MMC that our clients have taken first and second in these prestigious awards. It yet again shows that good products backed by a clear circulation strategy and sales effort can produce excellent results."

## Retail News

### WHSHS

#### **WHSHS Range Review**

WHSHS new range is being rolled out. Wholesalers are implementing changes to monthly titles from 31/3 and weeklies from 14<sup>th</sup> March. This is to ensure all stores are compliant to the new range from the effective date of 28<sup>th</sup> April.

#### **WHSHS Beacon Branding**

Publishers are invited to bid for Navigational Signage in-store which is refreshed on 1<sup>st</sup> August. Packages start from £3k and rise to £48k. This year each package is the same price as last year, and includes added value 'best seller' promotional slots (number dependent on investment) which normally ratecard at £4.5k per fortnight.

Benefits:

Title defines the category  
Influences decision at point of pick up  
Promotional slot brings title to forefront

Last year, titles in stores with Navigational Branding performed better with a performance swing of 10%

**For enquiries please contact  
katie.annand@mmcltd.co.uk or by telephone on 01483 210 358**

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Octagon House, White Hart Meadows, Ripley, Woking, Surrey, GU23 6HR

Tel: 01483 211222

Fax: 01483 224541

Email: mmc@mmcltd.co.uk

www.mmcltd.co.uk

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**Fore Partnership - CDC BUYING GROUP**

CDC Buying Ltd is a new generation Buying Group aimed at Professional News Retailers, which will be managed by The Fore Partnership. Only professional independent news retailers with business acumen and the ability to recognise this business opportunity will be invited to join.

Commitment, discipline & compliance are what is required to be a member of CDC Buying Ltd. Each member will have a graded magazine range and support with all facets of newspaper and magazine retailing including Home News Delivery activity. The Fore Partnership has requested an ANMW code for this group and their application has been accepted. Details on number of stores and promotion opportunities will follow in due course.

**Smiths News**

Summer Club

For the second year running 500 of the most seasonal retailers in the country (including 212 holiday parks and retailers who grow their sales by 50% or more in the summer months) will form this club. There will be national coverage; including coastal areas such as Cornwall and Blackpool and inland areas such as the Cotswolds.

Adult Club

Smiths News is looking to establish a core group of Premier Club members to form The Premier Adult Club. The aim of which will be to work with a select group of retailers to grow sales of adult titles in the top independents. 500 best selling adult title retailers will take part in promotional activity for adult publications.

The opportunity will provide a bespoke promotional mechanic in the top independents. The rate card will be around £1,200 per fortnightly tactical slot.

**WHSmith TRAVEL**

WHSmith Travel has acquired 80 sites from UNS Hospitals (United News). The 80 units are split between 72 retail units and 8 Caffè Nuovo coffee shops in 62 hospitals throughout the UK. The business has approximately 600 employees and is based in Leeds from where it will continue to operate. As it stands United News will continue to trade independently.

They have also confirmed an agreement with RoadChef to open Travel units in all 29 RoadChef motorway service areas. This announcement follows a successful trial at the RoadChef service area on the M1 at Watford Gap. Following the agreements with Moto and Welcome Break this brings the total number of motorway service area units operated by the Travel to 123.

This will also include the 29 forecourt sites and the roll out will begin in May.

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