



## **NEW MAGAZINE VENDOR PROTOCOL**

### STRUCTURE

The National Office is located in Smyrna, Georgia. The purpose of the National Office is to negotiate the best terms for a new title and determine if it merits regional buyer review.

There are ten regional offices, each with a regional buyer. If the National Office approves a new vendor's title, the regional offices will be forwarded the details. They will then have the opportunity to then accept or decline handling the publication(s).

Regional offices may have their own set up fees and paperwork.

### PROCEDURE

Review the Purchasing Agreement Form.

If the terms are acceptable, the Magazine Vendor Application Form and New Title Information Sheet should be filled out completely.

The completed Magazine Vendor Application, New Title Sheet and signed Purchasing Agreement Form should be mailed along with a sample copy or cover of the title(s) being solicited.

The National Office will respond via email regarding the approval status.

If approved, the return communication will detail the procedures in getting solicitation material to our regional buyers.

The regional buyers will then decide if they would like to the distribute the publication(s) in their particular region.

If the regional buyer(s) is interested in taking the title, they will be responsible for coordinating the regional set-up process with the new vendor.



## STANDARD TERMS

Our Purchasing Agreement Form contains the basic terms required of new vendors to gain approval to access the News Group's distribution system. We welcome the chance to enhance our title mix with quality titles that fit our marketplace's needs. But we are very selective when adding new titles from new vendors to our system. We currently distribute over 3000 titles and adding new vendors is a very timely and therefore expensive process. We must have very high confidence the new entry will show significant sales in order to approve it for regional review.

If you do not understand the vernacular of our Purchasing Agreement Form, or would like some general guidance, we would highly suggest you look into contacting a magazine consultant or national distributor who can educate you on how to get a title to market.

**R** The standard new vendor discount off of retail is 50% (with 10% RDA) or 60% off of retail if no RDA is provided. Legal and binding RDA contract must be included in the solicitation submission if RDA is offered.

**R** If better discounts than the ones listed above are given to other wholesale channels, we expect to be offered such terms.

If our terms and conditions are acceptable, then The News Group National Office will review your title. We will review titles that are outside of these terms as well; the supplier must clearly indicate the exceptions in writing. Please fill out the Magazine Vendor Application and New Title Sheet in full and mail them along with a sample of your publication to the Smyrna, Georgia address. Please include a signed copy of the Purchasing Agreement Form. You will be notified via email of our decision regarding the title.

**Mailing Address:** 1955 Lake Park  
Suite 400  
Smyrna, GA 30080  
ATTN: National Buyer (I.J)