

Magazine Message

Definition: Information about the information



"It's the most wonderful time of the year". That jingle still goes through my head every year around this time of the year: **Back-To-School!**

For many retailers, the back to school season is almost as strong as the holiday season. Your stores are likely displaying all sorts of promotions featuring Back-To-School items. The fight to attract and gain sales during this time is likely a bit different this year, because consumers are shopping differently these days.

"Today, 55 percent of consumers are shopping across ten or more retail outlets to get a maximum return on their spending, and there have been significant changes in how shoppers fulfill trip missions by channel."¹

10 or more retail outlets! That's a lot of competition - so what is a retailer to do? "...a new report from Kantar Retail says that stores with personality, plenty of private-label choices and steady attention to low prices may actually be more appealing."²

One way to add personality to stores is to carry magazines that appeal to busy moms and kids tagging along on their shopping trips. Especially this time of year, kids are looking for ideas for Back-To-School and moms are likely budgeting for the expenditure.

Contrary to perception of kids being on-line only, we see that kids are not replacing magazines for an exclusive on-line experience. Kids are very adept at multi-tasking and look for multiple experiences. Kids magazines are holding their own with some clear winners. For example, Zamooomag, a relatively new title is selling very well at the accounts that carry it and American Girl, is up 12% year over year.

Punch-Out Pencil Toppers! ★ 2 Posters You'll Love

American Girl

* 3 mini mysteries to solve

* Find your Halloween style

* Awesome party ideas



Plus! A back-to-school survival guide

Title: American Girl
Publisher: Pleasant Company Publications
Cover: \$5.95 CDN
UPC-Bipad: 0-09281-02480-4
Frequency: Bi-Monthly
Category: Teen/Youth

1. Retailwire Tip Sheet "A 360 View Of The Shopper" - <http://www.retailwire.com/Objects/Object.cfm/1082>
2. "How To Beat Walmart: Ambience, Private Label" by Sarah Mahoney, July 26, 2010, 5:12 PM

THE NEWS GROUP



TITLE TALK

**HOT MAGAZINE? REORDER IT!
WANT TO ADD A TITLE?
CONTACT OUR CUSTOMER SERVICE.**

**INTERESTED IN THE MAGAZINE CATEGORY?
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Tips from the Trench

Definition: To create more sales at the store level.



American Girl was created for those girls aged 8-12 whose tastes and interests are becoming more sophisticated, but who aren't yet ready for teen magazines.

American Girl includes activities, games, puzzles, sports, tips, party plans and contests designed to provide current and historic information to educate and entertain.

Each issue of American Girl explores continuity and change in girlhood.

American Girl is a title that appeals to the tween group and the primary influencer of this purchase at store level is the tween herself. While perhaps she isn't into the teen titles yet, she is certainly aspiring to be. She is therefore likely looking at titles such as Bop and Twist and even convincing mom to buy when Justin Bieber is on the cover.

We suggest therefore that it is better to merchandise this title in with the teen category than with the children's magazines.

Give us your feedback! We would love to hear from you. If you have any comments or questions, please do not hesitate to call or email. Let us know what you would like featured in "Title Talk". email me Anita - abaldwin@thenewsgroup.com

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Tips from the Trench

Definition: To create more sales at the store level.



The final book in this fantastic series, Mockingjay, releases on August 24th.

The mass market channel consumers are becoming aware of this book now, and we anticipate that it has great potential. An additional benefit to stores that carry this series is that this is another cross-over title, meaning it appeals to both young adult and adults alike.

To maximize sales, the key for merchandising is to ensure this is either in or close to the adult section in your store. You'll also want to make sure you have the first two books in the series as well.

Title: Mockingjay
Author: Suzanne Collins
Publisher: Scholastic
Cover: \$19.99
ISBN: 9780439023511
Category: Teen/Youth



**HOT BOOK? REORDER IT!
WANT TO ADD BOOKS?
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**INTERESTED IN THE BOOK CATEGORY?
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Book Breath

Definition: To breathe knowledge about books

Back-To-School time is here again! Well, certainly the marketing for it has begun and as we indicated on the magazine side of this newsletter, while back-to-school is a good time of year for sales activity, the shopping landscape is also quite competitive right now.

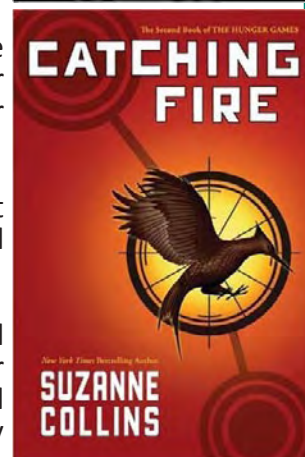
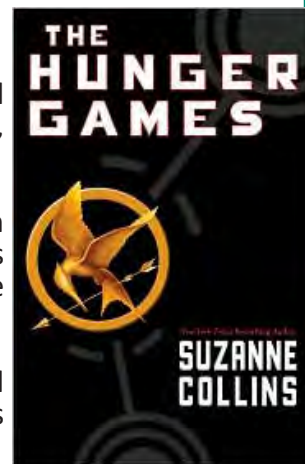
"Today, 55 percent of consumers are shopping across ten or more retail outlets to get a maximum return on their spending..."¹ While 10 or more retail outlets is certainly a surprising number, it is more of a reality today than just a few years ago. Some stores however, may even see this challenge as an opportunity.

Okay, so you want to be in the consumer's shopping set. The challenge of course is to create appeal to draw in potential consumers. If you can't compete on price, you may wish to work on your store's ambiance to create your opportunity.

A reading center is one potential for creating ambience. When your customers wander into the section, it has been proven that they physically relax and slow down. By doing that, they are in your store longer, the shopping experience is better and the potential for them to add extra items to their basket is greater.

Our book department works hard at anticipating what titles will become hot in the mass market channel, so that we help you create a great way to appeal to those back-to-school students (and your other consumers as well) by offering things they actually want to read.

Teachers are aware of The Hunter Games series through the Scholastic program that markets toward them, so while it is already being taught in some schools, it has yet to catch the fire that many other series have experienced in the last year. This book series is a good example of what we think will become the next great series. With the reviews and the cross-over appeal we feel that not only could it help create your ambience, it could also fuel some incremental sales.



1. Retailwire Tip Sheet "A 360 View Of The Shopper" - <http://www.retailwire.com/Objects/Object.cfm/1082>

Check out www.thenewsgroup.com! You'll find both the New Releases and Trade & Hardcover Bestsellers, Hot Books as well as great merchandising tips and this "Title Talk" publication ~ all on-line.

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