

# 5 Easy Steps

To make the implementation of the new Pocket Planner as simple as possible we have developed “**5 Steps To Effective Shelf Management.**” By following these 5 steps, your customers needs will be met, resulting in better magazine sales!

## 5 STEPS TO EFFECTIVE SHELF MANAGEMENT

STEP		KEY FACTS	NEW POCKET PLANNER REQUIREMENT
1	<p>Ensure top selling magazines are displayed with full covers or flat stacks.</p> 	<p>A magazine's cover is its most important selling point. Magazine covers are visual, topical and inform consumers of the magazine's content. <b>78%</b> of consumers want to see full covers of magazines!</p>	<p>A minimum of 1 full facing for each ACP title.</p>
2	<p>Locate high volume impulse titles in Premium Display Space.</p> 	<p>Locating the right magazines in Premium Display Space, or high traffic areas, is the key to securing impulse sales. For example, impulse drives <b>32%</b> of Women's Interest and <b>59%</b> of Women's Lifestyle magazine purchases.</p>	<p>Allocate 50% or more of Premium Display Space to ACP Magazines, including the major magazines indicated on the Pocket Planner Card.</p>
3	<p>Use signage to clearly identify magazine categories.</p> 	<p>Browsing is crucial to magazine sales. On average <b>1 in 3</b> browsers in newsagents will purchase. Furthermore, <b>96%</b> of consumers surveyed agree that it is easier to find magazines when they are clearly organised into categories.</p>	<p>Display ACP magazines within the categories listed.</p>
4	<p>Ensure the proportion of space allocated to each title reflects its contribution to sales.</p> 	<p><b>44%</b> of consumers reported “<b>choice overload</b>” when it came to shopping for magazines in newsagents. The simplest way to reduce clutter in your magazine display is to ensure the proportion of your space devoted to particular magazines reflects their sales. If a magazine doesn't perform, it's wasting your time and money. All ACP titles are strong performers in their categories.*</p>	<p>Ensure you display at least the minimum number of facings for ACP magazines indicated on the Pocket Planner card.</p>
5	<p>Replenish regularly.</p> 	<p>Effective display of magazines requires active management. This includes keeping magazines tidy at all times and replenishing stock as required.</p>	<p>Ensure the minimum number of facings specified in Pocket Planner is maintained during the Initial Display Period for each ACP title.</p>

**IMPORTANT!** Pocket Planner has been specifically designed to be as practical and workable as possible to ensure that the applicable conditions of the ACP Newsagency Agreement are met.