



“Welcome to the new ACP Pocket Planner. The new Pocket Planner is an outcome of ACP’s independent consumer research. Implementing Pocket Planner will help you maximise your magazine sales”

WHAT’S NEW IN POCKET PLANNER?

● Location, Location !

● The clearest message from magazine consumers is the importance of locating the right magazines in the right place in store.

ACP titles account for 62% of sales of the top 20 selling magazines in Australia*. For these reasons we have included the location requirement that 50% or more of the magazine facings in Premium Display Space be allocated to ACP titles, inclusive of the major selling brands indicated on the Pocket Planner. This location requirement would be adjusted in line with any significant change in audited magazine sales.

✓ This meets customers’ needs by providing easy access to the most sought after magazines at any time.

✓ By helping to maximise impulse sales, this means even better performance from your most important magazine sales generators.

● Other Changes

● At least 1 full facing of each ACP magazine is required to be displayed at all times (subject to availability of stock).

✓ This meets customer needs by providing full cover display of top selling titles in each of their categories.

✓ Full facing display entices consumers, promoting higher impulse sales.

● The minimum number of facings required for ACP magazines applies to the Initial Display Period, subject to having sufficient stock on hand.

✓ The new ACP Pocket Planner is more flexible, easier and quicker to implement.

✓ It therefore saves time for you and your staff.

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. 78% 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 32% of Women's Interest and 59% 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 1 in 3 browsers in newsagents will purchase. Furthermore, 96% 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>44% of consumers reported “choice overload” 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.

FULL COVER vs PART FACINGS



Part Facings: Facings in which only the masthead logo or title of the magazine is visible.

Full Facings: The full cover of the magazine is clearly visible

“Full cover display is crucial to the sale of magazines. Remember, 78% of consumers say they want to see full covers of magazines.”

Source: Stancombe Research & Planning, D&M Research

PREMIUM DISPLAY SPACE

Premium Display Space is the area of your store that has high customer traffic and visibility. It is usually closest to the area set aside for the display of major daily newspapers.



Premium Display Space is the key to impulse sales. ACP's consumer research confirmed that **32%** of Women's Interest & **59%** of Women's Lifestyle category sales are **impulse purchases** – this means magazines such as *The Australian Women's Weekly*, *Woman's Day*, *CLEO*, *Cosmopolitan*, *Take 5* and *TV WEEK*. Think about how well these magazines sell in your store and how much better they would perform by picking up the maximum extra impulse sales possible.

INITIAL DISPLAY PERIOD

The Initial Display Period is the magazine's on-sale date **plus:**

- 3 days for weekly magazines
- 1 week for monthly magazines
- 3 weeks for all other titles

TRIGGERS TO MAGAZINE PURCHASE IN NEWSAGENTS

Other than being a regular buyer, the top 2 reasons consumers purchased magazines were...

“1. Cover caught my eye”

(22% of respondents)

“2. The position of magazine in store”

(16% of respondents)

Source: Stancombe Research & Planning, D&M Research



THE BASICS

- ✓ A minimum of 1 full facing for each ACP magazine.
- ✓ At least 50% of magazine facings in your Premium Display Space must be allocated to ACP magazines. At a minimum, the selected magazines identified on the Pocket Planner card (see step 2 below) should be displayed in the Premium Display Space. Make up any difference by adding other ACP magazines appropriate to your store's area.
- ✓ The minimum number of facings required for each title for your store size must be displayed for at least the Initial Display Period.
- ✓ Display requirements are **subject** to having sufficient stock on hand and may be adjusted to suit your store by agreement with ACP, including ACP's visiting representative.

HOW TO USE THE NEW POCKET PLANNER: 3 EASY STEPS

1

The **total** number of magazine facings in your store.

	Minimum one full cover / flat stack	REQUIRED location in store	Minimum facings	Minimum facings	Minimum facings	Minimum facings
WOMEN'S INTEREST						
The Australian Women's Weekly	✓	Premium Display Space	4	6	8	10
Woman's Day	✓	Premium Display Space	4	6	8	10
NW	✓	Premium Display Space	3	4	5	7
Take 5	✓	Premium Display Space	3	4	5	7
TV WEEK	✓	Premium Display Space	3	4	5	7
Good Medicine	✓	Premium Display Space	2	3	4	5
WOMENS LIFESTYLE						
CLEO	✓	Premium Display Space	3	4	5	7
Cosmopolitan	✓	Premium Display Space	3	4	5	7
Elle	✓	Premium Display Space	3	4	5	7
Marie Claire	✓	Premium Display Space	3	4	5	7
Teen	✓	Premium Display Space	3	4	5	7
Time's Baaz	✓	Premium Display Space	3	4	5	7

2

Location in store. At least 1 full facing required in Premium Display Space.

3

The minimum number of facings required for at least the Initial Display Period.

“Follow these 3 easy steps to implement your Pocket Planner”

1. Identify the store-size band of your store.
2. Check the location requirements for each ACP magazine.
3. Check the minimum number of facings required for at least the Initial Display Period.





ACP Pocket Planner

Minimum Number Facings Required by Outlet Size

			Less than 800 Pockets	801-1200 Pockets	1201-1600 Pockets	More than 1600 Pockets
	Minimum one full cover / flat stack	Required location in store	Minimum facings	Minimum facings	Minimum facings	Minimum facings
WOMEN'S INTEREST						
The Australian Women's Weekly	✓	Premium Display Space	4	6	8	10
Woman's Day	✓	Premium Display Space	4	6	8	10
NW	✓	Premium Display Space	3	4	5	7
Take 5	✓	Premium Display Space	3	4	5	7
TV WEEK	✓	Premium Display Space	3	4	5	7
Good Medicine	✓		2	3	4	5
WOMENS LIFESTYLE						
CLEO	✓	Premium Display Space	3	4	5	7
Cosmopolitan	✓	Premium Display Space	3	4	5	7
Harper's Bazaar	✓		2	3	3	5
HOMES LIFESTYLE						
belle	✓		2	3	3	5
Australian House & Garden	✓	Premium Display Space	3	4	5	6
Burke's Backyard	✓		2	3	4	5
Australian Gourmet Traveller	✓		3	4	5	6
Australian Gourmet Traveller Wine	✓		2	2	2	3
Australian Table	✓		2	3	4	5
TEENAGE						
Dolly	✓		3	4	5	7
COMMERCE & CURRENT AFFAIRS						
The Bulletin	✓	Premium Display Space	3	4	5	6
Money Magazine	✓		2	3	4	5
CHILDREN'S						
Disney Adventures	✓		2	2	2	3
Winnie The Pooh & Friends	✓		1	2	2	2
COMPUTERS						
APC	✓		2	3	4	5
PC User	✓		2	3	4	5
MOTORING						
Australian Motorcycle News	✓		2	2	2	3
Wheels	✓		2	3	3	5
Street Machine	✓		2	3	3	5
Motor	✓		2	3	3	5
Speed	✓		2	2	3	5
4x4 Australia	✓		1	2	2	3
Caravan World	✓		1	1	1	1
Australian Auto Action	✓		1	2	2	2
TRADER						
Deals On Wheels	✓		1	2	2	2
4x4 Trader	✓		1	1	1	1
Farms & Farm Machinery	✓		1	1	1	1
Australian Motorcycle Trader	✓		1	2	2	3
Unique Cars	✓		2	2	3	3
Earthmovers & Excavators	✓		1	1	1	1
Plant And Equipment Trader	✓		1	1	1	1
Equipment Trader	✓		1	1	1	1
Owner's Own	✓		1	2	2	2
Trade-a-boat	✓		1	1	1	1
MEN'S INTEREST						
Ralph	✓		2	3	4	5
SPORT						
League Week	✓		2	2	2	3
Trailer Boat	✓		1	2	2	2
Bluewater Boats & Sportsfishing	✓		2	2	2	3
ADULT						
The Picture	✓		2	3	3	4
People	✓		2	2	3	4
Picture Premium	✓		2	2	2	3
100% Homegirls	✓		2	2	2	3

ACP Premium Display Space Guide

How do I meet the Premium Display Space requirements of Pocket Planner?

There are 2 basic objectives that need to be met to effectively ensure your top-selling ACP magazines are performing optimally by being in front of the maximum number of consumers.

These are:

- To meet the location requirements for major ACP magazines as specified on the Pocket Planner table.
- To allocate 50% of your Premium Display Space to ACP magazines (subject to changes in audited circulation).

Q: For example, if your total magazine display space is 1000 pockets of which your Premium Display Space is 120 pockets, how do you achieve the above?

A: In a Premium Display Space of 120 pockets, the minimum number of ACP facings required is 60 (or 50% of space)

Display at least 1 full facing for the “required location” magazines:
The Australian Women’s Weekly, Woman’s Day, NW, Take 5, TV WEEK, CLEO, Cosmopolitan, Australian House & Garden, The Bulletin.

9
facings

Displays that sell are about guaranteeing visual impact. Therefore, waterfall the above magazines in the numbers specified in the Pocket Planner Table (circled below). This equates to approx. 40 facings, depending on the on-sale date for the various magazines.

40
facings

			LESS than 800 Pockets	801-1200 Pockets	1201-1600 Pockets	MORE than 1600 Pockets
	Minimum one full cover / flat stack	REQUIRED location in store	Minimum facings	Minimum facings	Minimum facings	Minimum facings
WOMEN'S INTEREST						
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TV WEEK	✓	Premium Display Space	3	4	5	7
Good Medicine	✓		2	3	4	5
WOMENS LIFESTYLE						
CLEO	✓	Premium Display Space	3	4	5	7
Cosmopolitan	✓	Premium Display Space	3	4	5	7
's Baaz						

Display other ACP magazines that are popular in your area to meet any difference. For example, if motoring magazines sell well in your area, locating the minimum required facings on the Pocket Planner table for *Wheels, Street Machine, Motor* and *Speed* will provide approximately 11 further facings.

11
facings

Total Premium Display Space =

60
facings