

Vouchers

What are vouchers?

Both newspaper and magazine publishers use vouchers to support promotional campaigns or to entice long term readership through subscription offers.

Vouchers are paper or electronic coupons which the consumer presents to the retailer as either full, or part payment of a newspaper or magazine. The voucher will clearly state on it the value, the latest date you can accept them and the latest date you can return back to your wholesaler to receive credit.

Making the most from vouchers

Ultimately, you have the choice if you wish to accept vouchers or not; however, the NFRN encourage you to accept vouchers where local demographics dictate. You could find that a significant proportion of sales could come via this process and as such you should accept them.

By accepting vouchers, you are ensuring that your customers have an outlet to redeem them, and encouraging the customer to continue purchasing a newspaper or magazine. In addition, by ensuring they visit your store other purchases of cigarettes, sweets, etc can be made.

Putting
YOU First

Why are vouchers important?

- » Vouchers are a great footfall driver into your shop. your customers have to present the vouchers to you to purchase either a Newspaper or Magazine. They also tie in long term customers
- » Vouchers are as good as taking cash for the product. Although it is not money in your till, you receive the same profit margin as if you sold the product for cash (plus a handling allowance)
- » You receive a handling allowance of 1p per voucher that you return to your wholesaler, so if for example you handle 100 vouchers in a week this equates to an additional income of £52 a year. Obviously, the more vouchers you accept, the greater handling allowance you receive
- » Should you decide not to accept vouchers, you stand to lose out on the benefits of any promotional activity and/or sales, as the customer may visit your local competitor

What are the pitfalls of handling vouchers?

If managed correctly by you the process should be fluid and smooth. However, there are some pitfalls that you have to be mindful of:

1  Depending on the volume of vouchers that you accept, the collating and recording of them to return to your wholesaler for credit may take up some time.

2  All vouchers carry expiry dates and if you fail to return redeemed vouchers to your wholesaler in time you may struggle to receive credit.

3  Because vouchers are equivalent to accepting cash, a lot of money can be tied up with them, and managing them as a valuable product is essential. It could be a loss to your profits otherwise.

The voucher process for Smiths News explained

- » Each week you will be sent a voucher recall note that details the most popular vouchers.
- » If you have any vouchers that aren't included on the recall note, then please write them clearly on the recall note.
- » Count your vouchers (it's advisable to check your initial count) and enter the quantities in the spaces provided and ensure you keep the customer copy' for your records.
- » You will be provided with a voucher recall envelope with its own unique reference number.
- » Write this reference number on the voucher recall note and your own customer copy.
- » Make sure your customer name and number are also written clearly on the envelope.
- » Put all your vouchers and the voucher recall note into the envelope and seal securely.
- » Send the voucher envelope back to your news wholesaler by the method outlined in their procedures (we recommend recorded delivery, due to the amount of money tied up with them).
- » Your voucher envelope is scanned when received and a confirmation of receipt note will appear on your next available delivery note.
- » Even if you only have a few vouchers each week to return please do so. That way you get all the money you are owed and you lessen the risk of vouchers going out of date before you return them.
- » When you accept a voucher from your customer, double-check the redemption date as out-of-date vouchers are rejected by the clearing house/wholesaler.
- » If a name and address is required from the consumer from whom you are accepting a voucher then please make sure this is filled in as it is a condition of credit.
- » Don't use your voucher envelope to return anything other than vouchers as it will be sent on to the clearing house unopened.
- » Any query you may have over your voucher credit must be made with your wholesaler without delay.
- » Do not return vouchers for titles that are not supplied by the designated wholesaler.
- » Vouchers will only be accepted for credit if presented for collection not less than 28 days before expiry date on the voucher.
- » Send vouchers at the beginning of the week in order to give maximum opportunity for scanning. This is especially important where vouchers are not scanned in house.
- » Use the link www.nfrnonline.com/information/newspro-toolkit go to section 1. Serving your customers, to download a poster which will create a local USP for your shop, as well as informing customers who might be reluctant to ask you if you handle vouchers.

For more help and advice

If you have any other questions we are more than happy to help - please email us at connect@nfrn.org.uk or call freephone 0800-121-6376