

REFERENCE GUIDE

Here we will explain the general day to day abbreviations used within the News category.

ALLOCATION	Your newspaper and magazine supply allocated to you by the wholesaler
BOX-IN	A reduced supply of newspapers or magazines
BOX-OUT	An increased supply of newspapers or magazines, normally when a big story breaks or a promotional issue
BOX NUMBER	A unique number given to you by your wholesaler. Also known as customer number
CC (CARRIAGE CHARGE)	The weekly charge a wholesaler implements to you for delivery
CLAIM	Reported copy shortages by a retail customer or a discrepancy with your credits received
CLAIM REFERENCE	This is a number that is given to you if you report discrepancies in your delivery or credits
COLLECTABLES	A variety of merchandise which includes partworks, stickers and sticker albums
CONTENT / DELIVERY NOTES	Supply details sent to retail customers with supplies
CONTRACTOR	A person who is contracted to work for your wholesaler, generally to deliver your supplies
COVERMOUNTS	An item which is attached to the front cover of a title, usually to add consumer value
CREDITS	Refunds given by wholesalers to retail customers
CUSTOMER ALTERATIONS	Amendments made by you to your requirements
DAILY NEWSPAPER	A Newspaper produced from Monday - Saturday
DUE BOOK	Records kept by wholesalers of titles on order for retail customers.
EARLY RETURNS	A facility to return product that is not selling before the official recall date
EPOS	Electronic Point of Sale
EXCEEDS SUPPLY	Returns volume that exceeds the original invoice supply
FIRM SALE	Copies that cannot be returned to the wholesaler for credit
FULL FACING	A newspaper or magazine displayed so the full front cover is on view
HALF FACING	A newspaper or magazine displayed behind others so the top half of the cover is on view
HND (HOME NEWS DELIVERY)	Where Newspapers and Magazines are delivered directly to consumers homes & business
HUB	Wholesaler Magazine distribution centre
I MENZIES	Menzies distribution web site which enables customers to manage their accounts on line or mobile
LATE TITLE	When a title has missed your delivery deadline
MSV (MINIMUM SALES VALUE)	This is the minimum amount of newspapers you must purchase each week as a new retailer
NET SALE	A Calculation of copies supplied and taking away returned copies.
NEWSPRO	NFRN's Magazine category management solution
NFRN CONNECT	NFRN contact centre for helping their members
NIGHT MANAGER	The person who Manages a wholesalers night distribution centre

NOT PUBLISHED	When a title is not published for an issue.
ONE-SHOT OR SPECIAL	One-off publication e.g. World Cup, Royal Wedding
OVER PACK	When you receive more copy than advised on your delivery note
OVERSTOCK	The copies that are left in the wholesaler s after the initial packing has been made.
PACKING BENCH	Benches / tables used for packing newspapers in the wholesalers
PARTWORKS	Publications produced in parts or issues to form a set or collection
PERIODICALS	Weekly and fortnightly magazines
PLANOGRAM	A plan that guides you where to put newspapers and magazines on a display.
POS (POINT OF SALE)	Advertising material that promotes a product in store
RDT (REQUIRED DELIVERY TIME)	The time the wholesaler agrees with you to deliver your morning newspapers by
RECALL NOTE	A document informing the customer of the titles to be returned for credit.
RE-RUN	When a newspaper arrives late title into the wholesaler and is sent out on a second delivery run to retailers.
RETURNED TOO LATE	Titles which are returned past their recall date and therefore not eligible for credit
RUN / ROUND / ROUTE	The route which the delivery driver will take to deliver your newspapers and magazines
SAP	A computer system used by wholesalers
SDT (SCHEDULED DELIVERY TIME)	The time set for when you and the wholesaler cannot agree an RDT
SPOKE	Wholesaler newspaper distribution centre
SUNDAY NEWSPAPER	A newspaper produced on a Sunday
SCANNING	The use of barcode readers to record information
SCAN GUN	A device used by drivers to record deliveries and returns parcels
SHOP-SAVE	Keeping magazines or newspapers behind the counter for customers
SNAPP	Smiths News web site and app which enables customers to manage their accounts on line
SOR (SALE OR RETURN)	If the product is not sold it can be returned for credit
STORE 2 DOOR	NFRN's Home delivery Initiative
SUPPLEMENT	A publication sent in addition to either a newspaper or magazine, generally most weekend newspapers have supplements
TOTE BOX	Re-useable plastic box wholesalers use to deliver magazines
TOTE CHARGES	A charge you receive from your wholesaler when their records indicate the tote box has not been returned.
UNSOLDS	Items returned to wholesalers by retailer customers
USP	Unique Selling Point
URN (UNIQUE RETAIL NUMBER)	All outlets with News and Mags are allocated a URN – not to be confused with wholesalers Box or customer number
VOUCHERS	A discount coupon that consumers use against the purchase price of a newspaper or magazine.
WHOLESALE HOUSE / BRANCH / DEPOT	Alternative names for the wholesale distribution location

Top 50 magazine bestsellers availability checklist

Here we highlight for you the best selling magazines nationally, in order for you to check if they are available in your store.

CURRENT RANKING	MAGAZINE NAME	CATEGORY	SUB CATEGORY	AVAILABLE YES OR NO
1	RADIO TIMES	TV Listings	Radio & TV Listings	
2	TV CHOICE	TV Listings	Radio & TV Listings	
3	WHAT'S ON TV	TV Listings	Radio & TV Listings	
4	TAKE A BREAK	Women's Interest	Women's Traditional Weeklies	
5	HELLO	Women's Interest	Women's Lifestyle / Fashion	
6	CELEB BUMP PK	Women's Interest	Women's Celebrity Weeklies	
7	CLOSER	Women's Interest	Women's Celebrity Weeklies	
8	TV TIMES	TV Listings	Radio & TV Listings	
9	HEAT	Women's Interest	Women's Celebrity Weeklies	
10	WOMANS WEEKLY	Women's Interest	Women's Traditional Weeklies	
11	CHAT	Women's Interest	Women's Traditional Weeklies	
12	OK	Women's Interest	Women's Celebrity Weeklies	
13	INSIDE SOAP	TV Listings	Radio & TV Listings	
14	TV & SAT WEEK	TV Listings	Radio & TV Listings	
15	WOMAN	Women's Interest	Women's Traditional Weeklies	
16	GRAZIA	Women's Interest	Women's Celebrity Weeklies	
17	WOMAN & HOME	Women's Interest	Women's Practical	
18	PEOPLES FRIEND	Women's Interest	Women's Traditional Weeklies	
19	THAT'S LIFE	Women's Interest	Women's Traditional Weeklies	
20	BELLA	Women's Interest	Women's Traditional Weeklies	
21	WOMANS OWN	Women's Interest	Women's Traditional Weeklies	
22	YOURS	Women's Interest	Women's General Interest	
23	FROZEN	Childrens Magazines	Primary Girls	
24	NEW	Women's Interest	Women's Celebrity Weeklies	
25	GOOD HOUSEKEEPING	Women's Interest	Women's Lifestyle / Fashion	

CURRENT RANKING	MAGAZINE NAME	CATEGORY	SUB CATEGORY	AVAILABLE YES OR NO
26	MOTORCYCLE NEWS	Motoring & Motorcycling	Motorcycling - General	
27	TOTAL TV GUIDE	TV Listings	Radio & TV Listings	
28	NOW	Women's Interest	Women's Celebrity Weeklies	
29	LOOK	Women's Interest	Women's Celebrity Weeklies	
30	GLAMOUR	Women's Interest	Women's Lifestyle / Fashion	
31	BEST	Women's Interest	Women's Traditional Weeklies	
32	NEW SCIENTIST	News & Current Affairs	Science	
33	ECONOMIST	News & Current Affairs	Current Affairs - Domestic	
34	COSMOPOLITAN	Women's Interest	Women's Lifestyle / Fashion	
35	MY WEEKLY	Women's Interest	Women's Traditional Weeklies	
36	PRIVATE EYE	News & Current Affairs	Current Affairs - Domestic	
37	MARIE CLAIRE UK	Women's Interest	Women's Lifestyle / Fashion	
38	CBEBBIES WEEKLY	Childrens Magazines	Pre-School	
39	RED	Women's Interest	Women's Lifestyle / Fashion	
40	PICK ME UP	Women's Interest	Women's Traditional Weeklies	
41	FUN TO LEARN PEPPA PIG	Childrens Magazines	Pre-School	
42	REVEAL	Women's Interest	Women's Celebrity Weeklies	
43	SLIMMING WORLD	Women's Interest	Women's Slimming	
44	GOOD FOOD	Women's Interest	Cookery & Kitchen	
45	EMPIRE MAGAZINE	Leisure Interests	Film & Video Reviews	
46	DISNEY PRINCESS	Childrens Magazines	Primary Girls	
47	PUZZLER COLLECTION	Puzzle Magazines	Puzzles - Mixed Content	
48	VOGUE	Women's Interest	Women's Lifestyle / Fashion	
49	LEGO STAR WARS	Childrens Magazines	Primary Boys	
50	IDEAL HOME	Women's Interest	Home Interest	

Source: Smiths News

News Operations - Key Tasks

Here are key routine daily, weekly, monthly and quarterly tasks which will help you manage your wholesale account and your News and Mag display.

AREA	ACTION	DAILY	WEEKLY	MONTHLY	QUARTERLY	
GOODS IN	Check for any Wholesale or NFRN e-mail cannons or text messages	√				
	Check off newspaper supplies against delivery note.	√				
	Check off magazine supplies against delivery note.	√				
	Check credit for any claims made previous day appears on delivery note, if not reclaim.	√				
	Check daily credit against returns note, and notify wholesale of any queries.	√				
	Contact wholesale with claims/queries.	√				
	Store 2 Door Check HND copies	√				
	Just Ask - Check for new orders	√				
	Returns Returns	Put out new stock removing old issues and recording quantity on delivery note.	√			
		Complete returns note using figures recorded on delivery note.	√			
Double check shelves for titles, where you have nil returns or expected returns from your EPOS system		√				
At end of day ensure both newspaper and magazine returns recorded accurately, and left in secure area, clearly identified parcels for collection		√				
Count vouchers and label ready for weekly processing.			√			
Check NFRN website for any notified ANMW price/barcode changes			√			
Check NFRN website for local depot performance information for lateness or publisher inbound data			√			
Review all partwork standing orders			√			
Assess level of returns.			√			
Review all partwork standing orders			√			
Assess level of returns.		√				
Make diary note of the date that any directly supplied product is due to be returned e.g. local specials, one shots	√					

AREA	ACTION	DAILY	WEEKLY	MONTHLY	QUARTERLY
News Development	Carry out availability check using magazine Bestsellers checklist.	√			
	Check monthly title availability on third week of sale using old delivery notes or Epos reports		√		
	Adjust orders with wholesale via Snapp or i Menzies or over the phone	√			
	Tidy display throughout the day, paying particular attention to before and after peak trading i.e. early morning, lunchtime, early evening	√			
	Check events calendar for any promotional opportunities or seasonal/ local events coming soon			√	
	Read trade press publications		√		
	Check for seasonal titles e.g. Gardening, Bike Mags, Craft titles			√	
	Check consumer facing messages- e.g. Just Ask, Love to Read, Store 2 Door.		√		
	Review your customer needs and buying habits		√		
	Regularly canvass for HND customers within your area		√		
	Check your insurances to ensure correct coverage if employing staff				√

Knowledge Assessment

We have set you some questions for you or your staff to answer about your business.

NO.	QUESTION	ANSWER
1	What is your best selling newspaper by volume?	
2	What is your best selling newspaper by Value?	
3	Can you name your 5 biggest selling weekly titles?	
4	Can you name your top 5 selling monthly titles?	
5	What One Shot titles are currently selling well in your store?	
6	What Partworks and Collectables are selling best in your store?	
7	What do you do if your Newspapers are regularly arriving after your store is already opened for business?	
8	Do you know your RDT time	
9	Do you know where you can access your RDT time?	
10	What is the timeline for reporting shortages?	
11	Part of your supplies are not delivered with the rest of them, what course of action do you take?	
12	You notice that some of your deliveries are WET - what do you do?	
13	You notice that your returns have not been credited, who do you contact?	
14	When you call your wholesaler what are the 5 things that you should always remember?	
15	Whilst cleaning, you find some out of date magazines underneath one of your shelves – what do you do?	
16	Identify 5 changes that take place in your business at the weekend?	
17	You regularly receive phone calls form a 3rd party trying to gain an order from you for non news lines - what do you do?	
18	You notice that your wholesaler sends you other product lines - what do you do?	
19	You have contacted your wholesaler? but have had no response, what is your next step?	
20	What is the contact number and email address for NFRN Connect?	

Managing Shrinkage

NO.	QUESTION	ANSWER
1	Identify 5 ways to reduce your known losses - for each one, suggest things you can do to reduce losses?	
2	Can you name 5 things that cause unknown losses?	
3	You notice that your wholesaler is recharging you for claims made - what do you do?	
4	How do you know if you are getting the correct credit for the returns you make?	
5	How many vouchers do you process and why could this be an area of shrinkage?	
6	You compare your EPOS data with your physical copies due to be returned, and you notice a discrepancy - what might cause this and how do you minimise the gap?	

Managing your Account online



NO.	QUESTION	ANSWER
1	State at least 5 benefits of using wholesaler online services?	
2	What are the names of the apps available for managing your news account?	
3	How often should you use the wholesaler's online service?	
4	Who do you contact if you have any issues / problems with your wholesalers online service?	
5	You notice your news supply is not covering your HND requirement, how do you correct this?	

Category Management & Display Techniques

NO.	QUESTION	ANSWER
1	Do you know the top selling titles for your store?	
2	Can you identify the hotspots within your display?	
3	How should you display your bestselling title?	
4	On average how many titles should you display per metre of display?	
5	Key titles are selling out too soon - what do you do?	
6	Where should adult titles be displayed?	
7	You notice that you are sending back a lot of returns on a regular basis - what do you do?	
8	What titles are currently on promotion?	

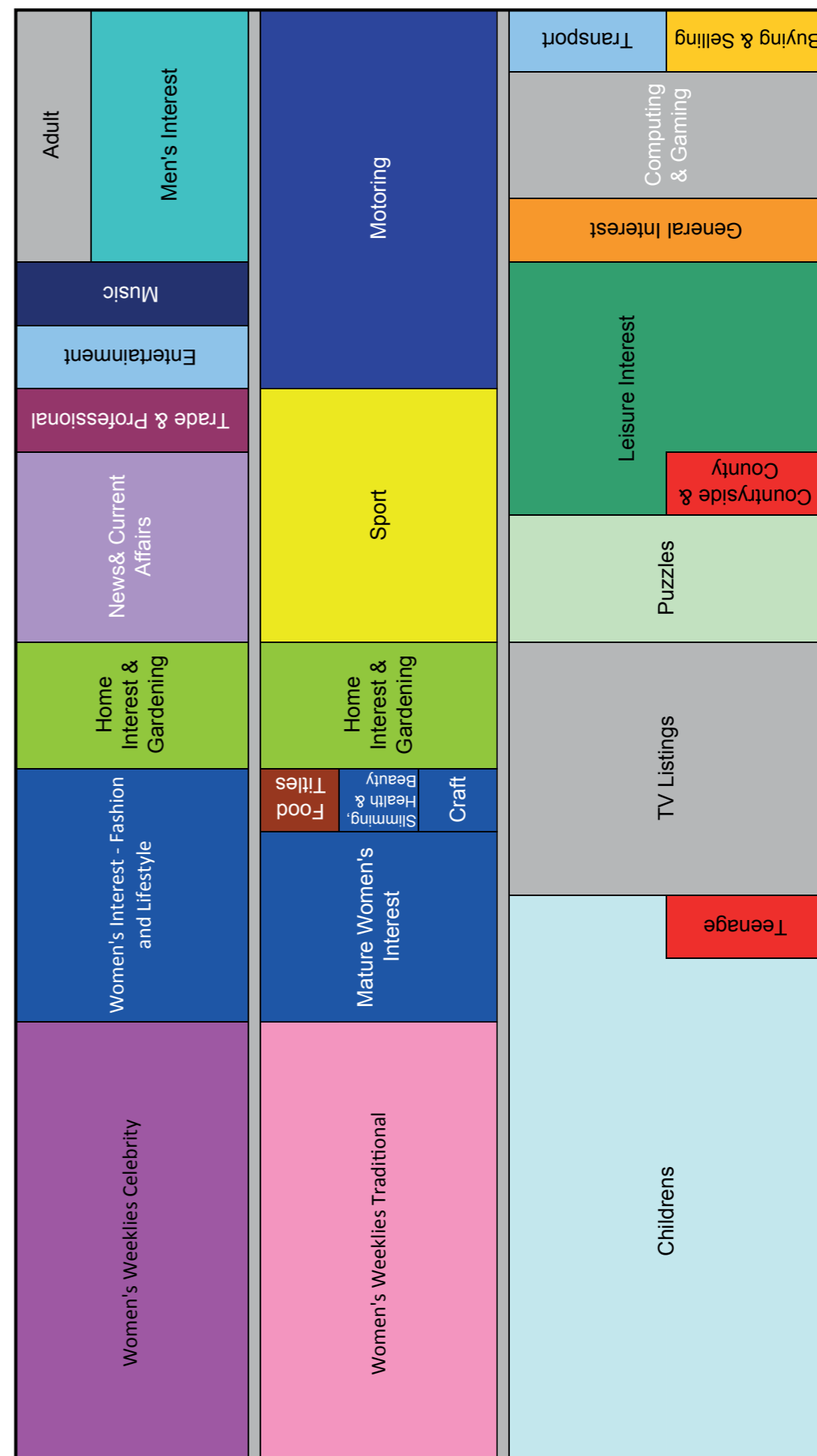
Participants Comments

Assessors Comments

Events Calendar

We have listed below some important events throughout the year for you to focus your display around and ensure you have full availability in the build up and during the period.

MONTH	FOCUS CATEGORIES	KEY DATES/EVENTS	RECORD LOCAL EVENTS SPECIFIC TO YOUR STORE
January	Slimming & Fitness Partworks	Post Christmas Fitness Partwork Launches	
February	Film & Celebrity Rugby Home & Lifestyle Family	Oscars 6 Nations Rugby Valentine's Day Schools Half Term	
March	Weddings Fashion Horse Racing Running Family	Spring Starts Fashion Shows Start Cheltenham Festival Grand National London Marathon Mothers Day	
April	Weddings Golf Cycling Family	Summer Wedding plans US Masters Improved weather Easter Holidays	
May	Football Outdoor Activities Caravanning	End of season play offs FA Cup Final Champions League Final Improved Weather Camp Sites Open	
June	Outdoor Activities Fishing Tennis Golf Cycling Family Football	Family Outings Fishing Season Starts Wimbledon Starts US Open Tour De France Starts Father's Day World Cup held every 4 years European Championship held every 4 years	
July	Woman Lifestyle Motor Racing Golf Family Children's General Sport	Summer Fashions British F1 Grand Prix British Open School Summer Holidays Family Holidays Olympic Games held every 4 years	
August	Football Rugby Family Children's	Football Season Starts Rugby League Challenge Cup Final School Summer Holidays Family Holidays	
September	Family	Back to School / College	
October	Slimming Hobbies & Crafts Family	Pre Christmas Diets Weather changes School Half Term Halloween	
November	Christmas Issues	Christmas Build up	
December	TV Listings Womans Weeklies	Christmas Build up Double Issues	



Traffic left to right.