

Application for news supply

Guidelines

1. Menzies Distribution Ltd delegates the responsibility to supply new outlets to their local Manager who will apply the Code of Practice for the supplies of newspapers. All applicants will be provided with a copy of the Industry Code of Practice for the supply of newspapers. Applicants who satisfy the conditions as laid down within the Code of Practice for the supply of national newspapers shall be granted supplies.
2. The sales of newspapers and magazines can make a valuable contribution to the success and profitability of a retail outlet. Newspapers and magazines attract customers into the shop. A key to this success is a commitment to service given by newsagents.
3. Our aim as wholesalers is to sell profitably as many publications as possible. Our policy is to supply applicants with magazines unless there is good reason not to.
4. As wholesalers of newspapers and magazines we have a responsibility to ensure the newsagent's commitment to providing a good service is maintained. We also have a responsibility to ensure the consumer is well served by good newsagents.
5. Each application is considered using the newspaper code of practice and for magazines on an individual case basis and at least one visit is made to the premises by the local Manager, or designated member of staff. The final evaluation of a potential new magazine outlet is carried out by the local Manager.

Questions considered

The main questions considered are:

6.1 Newspapers

- a. Is the applicant willing to be supplied with newspapers on a firm sale basis to the value of the minimum entry level for at least 6 months prior to being considered for sale or return supplies. Wholesalers will then extend SOR where approved by the publisher or distributor, subject to the minimum net weekly charge being maintained.
- b. Is the applicant prepared to pay an economic delivery/service charge.
- c. Is the applicant able to make a deposit payment equal to three times the minimum entry level. d) Applicants who meet these conditions, as laid down within the Code of Practice, shall be granted supplies of national newspapers.

6.2 Magazines

Is the applicant prepared to meet the quality standards and give the commitment we expect of newsagents we supply? A newsagent should:

- a. stock a suitable range of magazines on appropriate racking.
- b. operate a stock control system to reduce excessive unsolds and prevent out-of-stock situations.
- c. offer where applicable a local delivery service to offices and households.
- d. offer where applicable customers the facility to place orders for specialist publications.

- e. clearly identify their shop as an outlet selling news.
- f. offer extended opening hours - particularly early mornings, late evenings, Sunday afternoons and Bank Holidays.
- g. co-operate fully with publisher/wholesaler promotions.
- h. be prepared to accept and display new titles.

7 Periodic review

Any agreement to grant magazine supplies will be subject to a periodic review when the manager will determine if the applicant:

- a. is meeting the standards and commitments described over and detailed on the application form.
- b. is achieving the agreed target level of sales for magazines.

8 Continuation of supply

Continuation of supply is dependent upon you maintaining a satisfactory performance and adherence to our terms and conditions of business, in particular, prompt payment of your account.

9 Our policy

Our declared policy is to make every effort to ensure a new customer's account becomes both viable and profitable as soon as possible.

10 Appeals

If supplies are refused, the reasons for the refusal and the alternative means of supply will be explained to you. You have the right to appeal against a refusal. The appeal procedure is as follows:

Stage 1 - (Internal Appeal) Newspapers or Magazines

You may lodge an appeal within 28 days of a refusal to our local Manager who will review the decision within 21 days of receipt of your appeal. In the event that the local review is unsuccessful your request for a review will be forwarded to the Territory Manager. This internal appeals procedure will be processed within six weeks from date of receipt.

Stage 2 - (External Appeal) National Newspapers

If the appeal to the Territory Manager fails you may refer your case to the Industry Review Board You will be required to lodge a deposit of £150 to cover administration costs. The wholesaler(s) involved will refund the deposit if supplies are granted by the Review Board The industry code of practice which came into effect on 1 October 1994 will be subject to review as necessary.

Stage 2 - (External Appeal) Magazines

If the appeal to the Territory Manager fails you may appeal to the Periodical Publishers Association who will ask one of their member publishers to review your application.