

## Distributing free pick-up publications via the UK's leading supermarket groups



Sainsbury's




MORRISONS

The **co-operative**



# What do we offer ?



- Nationwide service
- Exclusive Supermarkets
- Branded display units in store
- Full merchandise & restock
- Associate service provider to 
- Full management of copy supplies
- Store demographics
- Bespoke campaigns
- Miscellaneous deliveries
- Network of 6000 sites across the UK
- Distribution of 3 million copies + per week



# Nationwide service

- Inverness to Plymouth coverage of the UK
- Regional Warehouse hubs
- Collection from Press
- PDA based real time reporting
- Fully tracked and managed to ABC standards
- Extensive historical database of stores that generate response
- Wide range of publications covering 16 markets
- PLC publishers to sole traders use the service



# Exclusive Supermarkets

- Head office long term contracts
- Store demographics, effective targeting
- Branded displays in corporate colours
- Established customer service in stores
- Biggest four supermarket groups in the UK
- Postcode penetration covering all districts

**TESCO**

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**ASDA**  
part of the **WAL\*MART** family



- **Formats – Extra, Superstore, Metro, Express**
- **2647 stores / SSD 907 stores**
- **UK's leading supermarket retailer ( 27.6% Market share – April 18)**
- **Traded with since 2001**
- **Strong UK penetration**
- **Mid market & Upmarket locations**
- **Favourite brand with publishers**
- **New stands being installed**

# Sainsbury's

- **Formats – Superstore & Local**
- **1414 stores / SSD 608 stores**
- **UK's 2nd supermarket retailer ( 15.9% Market share – April 18)**
- **Traded with since 2002**
- **Strong UK penetration**
- **Upmarket locations / ABC1 profile**
- **Favourite brand with upmarket publishers**
- **Prestige position**

# ASDA

part of the **WAL\*MART** family

- **Formats – Superstore & Supermarkets**
- **642 stores / SSD 642 stores**
- **UK's 3rd supermarket retailer ( 15.5% Market share – April 18)**
- **Traded with since 2000**
- **Merger with Sainsburys pending**
- **Value locations / mid low end profile**
- **Favourite brand with value publishers**



**MORRISONS**

- **Formats – Superstores & Supermarkets**
- **499 stores / SSD 499 stores**
- **UK's 4th supermarket retailer ( 10.5% Market share – April 18)**
- **Traded with since 1999**
- **Northern penetration strong**
- **Acquired Safeway**
- **Value locations / mid low end profile with a good level of ABC1 stores in the south**
- **Favourite brand with value publishers**



## The **co-operative**

- **Formats – Market towns & Convenience**
- **4500 stores / SSD 2500 stores**
- **UK's supermarket retailer ( 6% Market share – April 18)**
- **Traded with since 1998**
- **nationwide penetration strong**
- **Leading convenience brand**
- **Penetration stores by postcode**
- **Favourite ethical brand**



# Associate Member

- **Approved member ABC**
- **PDA system built to ABC requirements**
- **Pick up report by store allows publisher to track demand**
- **Proof of delivery reports with time and date stamp pictures**
- **Reports to ABC standard**
- **ABC membership gives advertising agencies confidence in the network / route to market**

# Report – Pick up

Publication: **XYZ**  
 Week: 2  
 Issue Date 17/06/2017

## Intitial Supply

**Wed**  
17/06/2017

**Analysis**  
23/06/2017

Co de	Site ID	StoreType	Address 1	Address 2	Town	PC	Initial Supply		Analysis			
							Initial Supply	Del time	Total Supply	Pick up	Returns	%age Returns
MR	1774	Sainsburys Store	31/41 Liverpool Road		Islington	N1 0RW	350	08:57	350	348	2	0.57%
TS	4400	Tesco Metro	25-29 Islington Green	Islington	London	N1 8DU	350	08:13	350	339	11	3.14%
TS	1787	Sainsburys Store	12 Fortis Green Road		Muswell Hill	N10 3HN	350	10:23	350	323	27	7.71%
MR	6473	WM Morrisons	Aldermans Hill	Palmers Green	London	N13 4YD	350	07:36	350	350	0	0.00%
							<b>1400</b>		<b>1400</b>	<b>1360</b>	<b>40</b>	<b>2.86%</b>

**Each supply by store is monitored with copies increased or decreased to meet demand ensuring efficient distribution**

# Report – POD – Proof Delivery

- Clear colour photo of each deliver
- Time and date stamped
- Tracked by GPS
- Barcode scanned at every unit
- Visual check of merchandising quality



# Publisher Benefits

- Every free copy is taken by 'conscious choice'
- Proven network of branded high footfall supermarkets
- Proven method of delivering advertising response
- Target audience can be matched to stores
- Sites can be mapped
- Copies are actively managed to minimise waste
- Display stands in stores are merchandised and copies restocked
- Ability to add individual publication branding to stands with A4 poster panels
- PDA technology ensures 100% compliance and proof of delivery

# Publisher Benefits

- **Copies can be added to ABC certificate ( free or hybrid paid model)**
- **Publishers title pre-approved for acceptance**
- **Quick turnaround – plan to store in 7 days**
- **Flexibility on print and stores**
- **No contracts or minimum orders**
- **Ability to trial**
- **Range of blue chip clients - London Evening Standard, Trinity Mirror, Newsquest, Johnston Press & major Independent publishers**