

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

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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 (26.9% Market share – Oct 22)**
- **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 (14.6% Market share – Oct22)**
- **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 (14.1% Market share – Oct22)**
- **Traded with since 2000**
- **Merger with Sainsburys pending**
- **Value locations / mid low end profile**
- **Favourite brand with value publishers**



MORRISONS

- **Formats – Superstores & Supermarkets**
- **954 stores / SSD 499 stores**
- **UK's 4th supermarket retailer (9.1% Market share – Oct 22)**
- **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 (6.5% Market share – Oct 22)**
- **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**

SUPERMARKET/RETAIL DISPLAY DISTRIBUTION MAY 2022



Self Select Distribution Limited has achieved Certified Supplier status for
Supermarket/Retail Display Distribution

Audit Statement

We have audited Self Select Distribution Limited and confirm that Supermarket/Retail Display Distribution is able to support ABC members in the reporting of data in accordance with ABC Reporting Standards for the metrics detailed below at 19 August 2022.

METRIC	SECTOR
Monitored Free Distribution	Consumer Magazines ¹
Sample Free Distribution	Consumer Magazines ¹
Free Pick Up	Regional Newspapers ¹
Sample Free Distribution	Regional Newspapers ¹
Free Pick Up	ABC Bulk Distribution ¹
Sample Free Distribution	ABC Bulk Distribution ¹
Free Pick Up (Regular)	National Newspapers ¹
Free Pick Up (Sample)	National Newspapers ¹

¹ UK distribution only

About ABC Certified Suppliers

By undergoing an audit process with us, ABC Certified Suppliers clearly demonstrate both their willingness to be open to third party scrutiny and their support of industry agreed reporting standards. They can underpin their clients' brands through the delivery of data and services that have a proven capability.

For more information about the scheme please visit:
<https://www.abc.org.uk/data/certified-suppliers>

While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

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This certificate is supported by the following organisations:



For more information:

Self Select Distribution Limited



Issued: 19 Aug 2022

www.abc.org.uk

Report – Pick up

Publication: XYZ
 Week: 2
 Issue Date 17/06/2022

Intitial Supply

Wed
 17/06/2022

Analysis
 23/06/2022

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%
							1400		1400	1360	40	2.86%

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, Reach, Newsquest, Local World & major Independent publishers**