



**newtrade**  
PUBLISHING

**Press Release**  
**01.09.09**

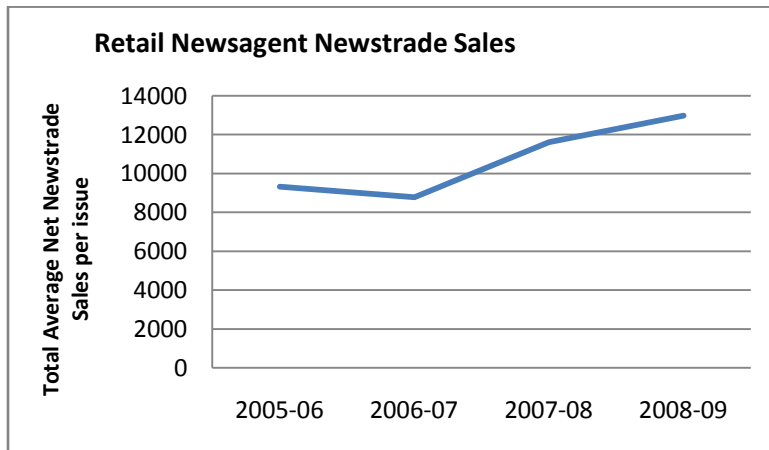
**Reader focus helps Retail Newsagent repeat circulation growth**

Newtrade copy sales of Retail Newsagent have increased by 12% year on year to 12,980 (for the 08-09 ABC audit period). This represents a 48% increase over a two year period, putting it among the most successful magazines in the UK<sup>1</sup>.

While most UK paid-for magazines are losing circulation, Retail Newsagent’s actionable advice and impartial news is attracting a bigger audience of independent retailers, with the latest total average net circulation figure standing at 14,465<sup>2</sup>.

“Our retail sales value has grown by 48% in the past two years while the average RSV of business titles has fallen” says Retail Newsagent editor, Guy Campos.

“I know that the reason behind this success is our absolute focus on the independent retailer in all our content; something that no other paid-for weekly title in the market can boast”.



**Ends**

**For more information:**

**Kristina Kitchen, Newtrade Publishing marketing executive, 020 7689 3385 / kristina.kitchen@newtrade.co.uk**

<sup>1</sup> 12% year-on-year increase in newtrade copy sales. Source: ABC total ave. net newtrade sales per issue for the period 1 Jul 08 – 30 Jun 09 (12,980) vs. 1 Jul 07 – 30 Jun 08 (11,620).

48% increase in newtrade copy sales over a two year period. Source: ABC total ave. net newtrade sales per issue for the period 1 Jul 08 – 30 Jun 09 (12,980) vs. 1 Jul 06 – 30 Jun 07 (8,791).

<sup>2</sup> Source: ABC total average net circulation per issue for the period 1 Jul 08 – 30 Jun 09 - 14,465

Notes to editor:

ABC ave. total net circulation for the period 1 Jul 08 – 30 Jun 09 is 14,465.

Ave. total net circulation for the period to 1 Jul 07 – 30 Jun 08 is 14,276.

Ave. total net circulation for the period to 1 Jul 06 – 30 Jun 07 is 13,758.