



PRESS RELEASE

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Study shows RN readers act on advice to grow their sales

By acting on the advice they receive Retail Newsagent readers outperform other independent shops, analysis of sales data from 1,000 outlets in the three months to June shows.

An exclusive advertising campaign for leisure title Garden News helped Retail Newsagent readers to outsell non-readers, the data shows. In the nine weeks after the first advertisement appeared, the 500 RN readers achieved total sales more than £1,000 ahead of the 500 non-readers.

More than half the Retail Newsagent readers saw the advertisements, in-store research by magazine distributor Frontline found. Additionally, the majority of these readers acted on the advice they saw in the Garden News advertisement.

“The pages of Retail Newsagent are a great source of information for retailers who want to grow their sales,” said editor Guy Campos. “We were pleased to work with Frontline on this exercise, which measures the benefits that readers and advertisers get from our magazine.”

The study involved box level analysis by Frontline of 500 Retail Newsagent readers who received copies of Garden News and 500 non-readers. In the 13 weeks prior to the advertisement, sales in the two groups tracked each other. Immediately following the advertisement, sales in RN readers’ shops moved above trend and have remained above trend since.

“We are encouraged with the response of Retail Newsagent readers to our campaign,” said Paul Sadler, Wholesale & Field Sales Controller at Frontline. “We will continue to work closely with independent retailers and Retail Newsagent in the future.”

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For more information:

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