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# CUSTOMER INFORMATION PACK

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## YOUR GUIDE FOR SELLING MAGAZINES IN YOUR STORE

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--- *The winning combination* ---

## **WELCOME**

Welcome to Marketforce and WWMD. This pack contains all the information you require in order to start selling magazines in your store. The process is very easy and simple to follow.

Please take the time to read through this pack and should you have any queries please do not hesitate to contact me directly. My telephone number is: 020 314 83498 and my e-mail address is: christopher\_lynn@marketforce.co.uk

## **BECOMING A MAGAZINE RETAILER IS EASY!**

Selling magazines is very easy and is an excellent additional profit generator. All magazines supplied to you are full sale or return so there is no financial risk to you or your business what-so-ever.

We can supply you with display solutions free of charge to assist with your in store display together with various pieces of point of material, such as posters, stickers and wobblers to make customers aware that you now sell magazines in your store.

There are just two easy steps to follow in order to get everything up and running:

Firstly, just identify the title(s) you wish to sell in your store. If you are unsure of what titles are available please contact me on the above number and I will be glad to send you a comprehensive list.

Secondly, just complete the forms at the end of this pack and send them back to me at the following address.

Mr Chris Lynn, Marketforce (UK) Ltd, Blue Fin Building,  
110 Southwark Street, London, SE1 0SU

Once I receive the completed forms your account will be set up and you will receive your first supply of magazines.

## **DELIVERY INFORMATION**

The titles you have selected to stock are handled and distributed to traditional newsagents by Marketforce. Marketforce works very closely with its distribution partner, Worldwide Magazine Distribution (WWMD) who distribute magazine titles to niche and specialist retailers. WWMD has been established since 1975 and are experts in their field of magazine distribution.

WWMD deliver all magazines in easily recognisable WWMD branded cartons via 'DHL' during your stores normal opening hours which makes it easier for you to manage the magazines.

*EXPRESS*

For any queries or questions you have relating to supply of magazines you have one contact, Mr Chris Lynn, at Marketforce. My direct line is 020 3148 3498, email address is: [christopher\\_lynn@marketforce.co.uk](mailto:christopher_lynn@marketforce.co.uk). You will also find full details of how the process works together with general magazine information at [www.marketforce.co.uk/sellingmagazines](http://www.marketforce.co.uk/sellingmagazines).

## **HOW DOES THE PROCESS WORK?**

As detailed above, WWMD will arrange the delivery of the magazines via DHL to your store every week or month, depending upon what magazines you have ordered.

Every week / month you will continue to receive the new issue of the magazines you have ordered. Upon receipt of the new issues, please remove the old issues from sale and simply tear off the front covers and post them back to WWMD who will issue you with credit for the unsold copies you return. These copies are then subsequently deducted from your next invoice. Please remember to send any old front covers back as soon as you put the new issues out for sale.

You are invoiced for each magazine we supply at 20% off the normal cover price, and fully refunded for any copies you do not sell. Therefore there is absolutely no financial risk to you at all.

## **IN STORE DISPLAY SOLUTIONS**

Counter Display Units are available free of charge to assist you to display the magazines in store.

They are available in either single or three tier versions.

Please indicate on the forms at the end of this pack which unit you would like to receive.



## PAYMENT METHODS

There are two payment methods available to you:



**- Direct Debit**



**- Credit / Debit Card**

Please complete one of the forms at the back of this pack for your preferred method of payment.

You will automatically receive a statement of account each month detailing magazines delivered, sales and returns and the balance of your account so it is easy for you to keep track of your account.

All accounts paid by Direct Debit are covered by the Direct Debit Guarantee issued by all banks and building societies.

**This is your guarantee!**

## DELIVERY NOTE

You will receive a delivery note with every delivery you receive from WWMD. Shown below is an example delivery note highlighting the relevant points:

Unit 1, Griffin Business Park,  
Walmer Way, Chelmsley Wood,  
Birmingham, B37 7UX, ENGLAND.

Telephone (0121) 788 3112  
Facsimile (0121) 788 1272

simon.carlo@wwmd.co.uk  
www.wwmd.co.uk

## **DELIVERY NOTE**

Mr. Joe Bloggs  
123 Fictional Avenue  
London  
A12 3BC

Delivery Note No.: 1326997  
Tax Date: 10-Jul-2007

Your Order No.: Our VAT No: 273 7597

Our Reg No: 1206287

<b>DELIVERIES</b>				<b>FINAL REMINDER - Date indicates final date to be received at WWMD</b>			
Barcode	Title	Cover Price	Qty	Return By	Barcode	Title	Return By
977026266214828	Kerrang - 14-Jul-07	£2.10	32	10-Aug-2007	977146562605027	Heat - 07/13-Jul-07	03-Aug-2007
977002863623928	New Musical Express - 14-Jul-07	£2.10	80	03-Aug-2007			
977174308003103	Clash - Vol 3 No 3	£3.80	15	21-Sep-2007			
977175144100804	Tuned - Aug-07	£3.50	12	07-Sep-2007			
977095279613967	Viz - No 167	£2.80	20	07-Sep-2007			
			159				

**Cover Prices  
and Qty**

**Magazines in  
your delivery**

*If you have any queries regarding this delivery, please call Simon Carlo, who will be delighted to help you*

**Magazines  
you need to  
return for  
credit**

# STOCKISTS AGREEMENT

Please complete this form and send it along with your preferred method of payment form.

Business / Trading Name:	
Delivery Address:	
Contact Name:	
Position / Job Title:	
Telephone Number:	
Fax Number:	
E-Mail Address:	@
Website Address:	www. @
Invoice Address:	

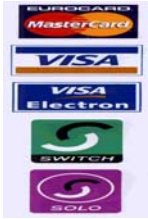
**I wish to order the following magazines:**

Title	Qty <small>(Minimum 5 copies)</small>	3 tier display unit?	Single tier display unit?

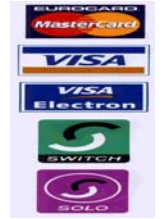
**Signed:** .....

**Please Print:** ..... **Date:** .....





## TERMS OF SUPPLY – CREDIT / DEBIT CARD



Company Name / Name on Card: \_\_\_\_\_

Card Number:

Expiry Date:

/

Security Code:

(Last three digits on  
the back of the card)



Card or Account Holders Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Please Print:

\_\_\_\_\_

Date:

\_\_\_\_\_

## TERMS AND CONDITIONS

YOU ARE URGED TO READ THESE TERMS AND CONDITIONS AS YOUR ACCEPTANCE OF DELIVERY OF SUPPLIES OF MAGAZINES WILL CONSTITUTE YOUR ACCEPTANCE TO BE BOUND BY THESE TERMS AND CONDITIONS.

This Agreement is between:

Worldwide Magazine Distribution Limited of Unit 1, Griffin Business Park, Walmer Way, Chelmsley Wood, Birmingham, B37 7UX ("WWMD"); and 'The customer'

And it is agreed as follows:

### 1. COMMENCEMENT AND TERM

1.1 This Agreement will commence on the date it is signed by the Customer or upon the first delivery to the Customer of Magazines, whichever is earlier, and will continue until terminated by either party giving to the other of not less than six weeks prior written notice, or as set out in clause 8 below.

### DEFINITIONS

2.1 "Delivery Note" means a list giving details of each delivery made to the Customer;

"Force Majeure" means in relation to either party any circumstance beyond its reasonable control;

"Magazines" means the magazines and all other products supplied to the Customer by WWMD;

"Remit" means [ ] % of the cover price due to the Customer in respect of each Magazine sold at retail by the Customer, and as set out in the WWMD invoices to the Customer under clause 5 below;

"Unsold" means copies of the Magazines unsold by the Customer to a third party.

2.2 Clause headings are for convenience only and shall not affect the meaning of this Agreement.

### DELIVERIES

3.1 WWMD will deliver the Magazines using a third party carrier.

3.2 All Magazine deliveries shall take place during normal business hours i.e. 09.00 - 17.00. It is the Customer's responsibility to ensure that all deliveries are available to be received during this time; Otherwise delivery refusal charges will apply.

3.3 Where hard copy proof of delivery is requested by the Customer and this proves delivery has taken place by way of confirmed signature, proof of delivery charge will be payable by the Customer at the same rate as this has been charged to WWMD by the carrier.

3.4 A Delivery Note will be included with each delivery of Magazines.

3.5 All deliveries will be securely wrapped and addressed with the Customer's full name and address.

3.6 It is the Customer's responsibility to ensure that the Delivery Note corresponds (as to quantities and titles) with the actual Magazines delivered.

3.7 Where a delivery of Magazines contains too many or too few Magazines in relation to the Delivery Note, it shall be the Customer's responsibility to inform WWMD of the deviation from the order. The Customer must inform WWMD of the deviation before 5pm on the day after the delivery is received, failing which WWMD shall have no liability to make up shortages.

3.8 Customers shall display Magazines for sale on the same day as they are delivered, except where there is an embargo on sale until some later date in which case they shall comply with all such embargoes. WWMD will inform the Customer of any embargo in good time.

### SUPPLY/RETURNS AND CREDITS FOR RETURNS

4.1 The opening of your account as a Customer is dependent on the provision by you of two satisfactory trade references, and until these are received WWMD reserves the right to delay the opening of the Customer's account or cease supply of Magazines to the Customer.

4.2 All Magazines supplied to the Customer shall be supplied on a sale or return basis, unless expressly ordered otherwise by the Customer or as directed otherwise by the publisher / the publisher's distributor or WWMD.

4.3 Credit for Unsolds shall be obtained by the Customer as follows:

4.3.1 Except where clause 4.3.2 below applies, by sending the front cover only of the relevant unsolds to WWMD, within 14 days of the off sale date specified in the Delivery Note;

4.3.2 Where Unsolds are managed by (or on behalf of WWMD by a third party) in accordance with the credit notes issued from time to time by WWMD.

- 4.4 The Customer shall be responsible for paying postage on all returns & surcharges.  
Proof of posting is not proof of receipt.
- 4.6 WWMD shall not be liable for any Unsolds which are not received by it from the Customer within the time limit stated in 4.3 above.
5. PAYMENT
- Any discounts shall be as advised and published through WWMD's invoices and credit notes.
- 5.2 Payment shall be made by the Customer in accordance with the invoices and statements submitted by WWMD and within thirty days of the date of the relevant invoice, and shall be made by direct debit unless otherwise agreed by WWMD.
- 5.3 All invoices shall be paid without deduction or set off.
- 5.4 WWMD shall be entitled to charge the Customer interest at a rate of 4% above the base rate of Barclays Bank on any amounts which remain unpaid for more than thirty days after the date of the invoice to the Customer.
- 5.5 Where payments are made by credit card WWMD will surcharge at 4% of invoice value.
6. TITLE/RISK
- 6.1 WWMD shall retain title in all Unsolds. Title shall pass to the Customer the instant before the Customer makes a sale of a Magazine to a third party.
- 6.2 Risk in the Magazines shall pass to the Customer at the time the Magazines are delivered to the Customer's premises.
7. RECEIVERSHIP
- 7.1 In the event of the Customer going into receivership, WWMD reserves the right to charge interest on the Customer's frozen debt at 4% above the base rate of Barclays Bank.
- 7.2 If, before WWMD receives payment, a court of competent jurisdiction makes an order that the Customer be wound up or a receiver is appointed over it or its business, WWMD reserves the right to repossess (on the basis of clause 6.1 above) any Magazines up to the value of the outstanding account.
8. TERMINATION OF SUPPLIES
- 8.1 If payment is not made in accordance with Cause 4 above, WWMD shall be entitled to terminate supplies forthwith.
- 8.2 The Customer shall give WWMD six weeks prior written notice before closing its account or reducing its order to a level below 50% in volume of its order immediately preceding the date of such notice.
- 8.3 Without prejudice to any other of its rights and remedies and without any liability WWMD may terminate supplies to the Customer where
- 8.3.1 WWMD's agreement with the publisher in respect of the Magazine in question is terminated, or supplies of the Magazine to WWMD are otherwise stopped by the publisher
- 8.3.2 The Customer fails to remedy any breach of any of this Agreement, where such a breach is capable of remedy, within three business days of being given written notice of such breach by WWMD.
- 8.3.3 The Customer, in WWMD's sole opinion, has made false claims in respect of non-receipt or deviance from the volume of Magazines supplied under an order, or in respect of Unsolds.
- 8.3.4 The volume of sales of Magazines by a Customer falls to a level that WWMD in its sole opinion considers insufficient to warrant a representation in the Customer's outlet(s).
9. FORCE MAJEURE
- 9.1 Neither party shall be responsible for failure or delay in performance of its obligations under these terms and conditions and such failure or delay shall not be deemed a breach of its obligations if and to the extent that it is attributable to Force Majeure. This clause shall not apply to payment of invoices.
- 9.2 If the Customer is unable to fulfil its obligations in accordance with these terms and conditions as a result of Force Majeure for a period of 30 days, without prejudice to any other of its rights and remedies and without any liability WWMD may terminate supplies to the Customer.
10. LIABILITY
- In no circumstances shall WWMD be liable to the Customer for any loss suffered by the Customer arising from late delivery or non-delivery of Magazines.
- WWMD does not seek to exclude liability for personal injury or death caused by the negligence of WWMD; WWMD shall not be liable to the Customer by reason of any representation or implied warranty, condition or other term, or any duty at common law, or under the express terms of this Agreement for loss of profits, loss or damage of any nature whatsoever suffered by third parties, or any indirect, special or consequential loss or damage arising out of or in connection with any act or omission of WWMD relating to any matter the subject of this Agreement (whether occasioned by the negligence of WWMD or its employees or agents or otherwise).
- For any other liability under this Agreement the liability of WWMD shall not exceed £10,000.

11. **AGENCY/PARTNERSHIP**  
Nothing in these terms and conditions shall be taken as constituting the Customer as an agent or partner of WWMD.
12. **SEVERABILITY**  
If any provision of these terms and conditions is held by any court or other competent authority to be void or unenforceable in whole or in part, the other provisions of these terms and conditions and the remainder of the affected provision shall continue to be valid.
13. **WAIVER**  
No failure by WWMD to exercise, nor any delay in WWMD exercising any right or remedy, under the terms and conditions in respect of any breach by the Customer of this agreement, shall operate as a waiver of such rights or remedy, or of any other right or remedy.
14. **VARIATION**  
WWMD shall be entitled to vary these terms and conditions at any time without notice and any subsequent variations to these terms and conditions shall supersede these terms and conditions, and supplies of Magazines will be governed by such new terms and conditions from the date of their communication to the Customer.
15. **NATURE OF AGREEMENT**  
These terms and conditions shall be binding on WWMD and the Customer and supersede any prior terms, conditions or agreement relating thereto or verbal representations, warranties or undertakings given to the Customer by WWMD or on its behalf.
16. **NOTICES**  
Any notice required or permitted to be given under these terms and conditions shall be in writing addressed to the other party at the address stated above for each, or in the case of the Customer, where no address is stated, at the address of its business to which deliveries are made.
17. **PROVISION OF DISPLAY STANDS**  
17.1 Any display stands are provided for the sole purpose of displaying Magazines supplied by WWMD unless otherwise agreed in writing by WWMD. The Customer must make suitable provision for the display of the Magazines. WWMD will provide and invoice to the Customer a display unit where the Customer does not make such provision.  
17.2 All display stands provided by WWMD will remain the sole property of WWMD, unless bought and paid for by the Customer. Failure to return the stands within 14 days after being requested to do so will result in the Customer receiving an equal charge to the cost of the display stand.

#### LAW AND JURISDICTION

The terms of this agreement are subject to and shall be construed in accordance with English Law and the parties submit to the jurisdiction of the English Courts.

I understand and agree to the above Terms & Conditions, whereby acceptance of supplies of Magazines constitutes acceptance of these terms and conditions of supply:

Signed:

(Name in Block Capitals)

\_\_\_\_\_

Signed:

\_\_\_\_\_

On Behalf Of:

(Company Name)

\_\_\_\_\_

For and on behalf of Worldwide Magazine  
Distribution Limited

\_\_\_\_\_

Date:

\_\_\_\_\_

Date:

\_\_\_\_\_

## WHY SELL MAGAZINES?

Well, here are ten reasons:

- ✓ Magazines create a 'boomerang effect' by driving return shopping trips and generating incremental sales – magazine buyers have more reasons to shop
- ✓ Magazines create demand for the consumer products sold in stores – magazine advertising drives retail consumption
- ✓ Magazine readers' demographics are appealing – magazine readers are more likely to be affluent, educated, professionals and influencers = 'Elite' customers
- ✓ Magazine purchasers are highly impulsive - 81% impulse vs. 19% planned.
- ✓ Optimum merchandising = max growth
- ✓ 8 out of 10 households buy magazines – high household penetration
- ✓ Magazine sales rank 30 out of over 400 categories tracked (Nielsen Top Categories)
- ✓ Magazines have high customer appeal – high household penetration, frequently purchased
- ✓ Retail's finest customers are magazine buyers – the category appeals to "big basket" and "influential" customers
- ✓ Magazines are an area of high enjoyment in store – improve customer satisfaction

## In Store Operations

- ✓ Full implementation service
- ✓ Display Solutions available to assist with in store displays
- ✓ 100% Sale Or Return – No financial risk

# MARKETFORCE



For further details please contact:

Mr Chris Lynn,

Marketforce (UK) Ltd, 110 Southwark Street, London, SE1 0SU

Telephone: 020 314 83498

Fax: 020 314 88106

E-Mail: [christopher\\_lynn@marketforce.co.uk](mailto:christopher_lynn@marketforce.co.uk)

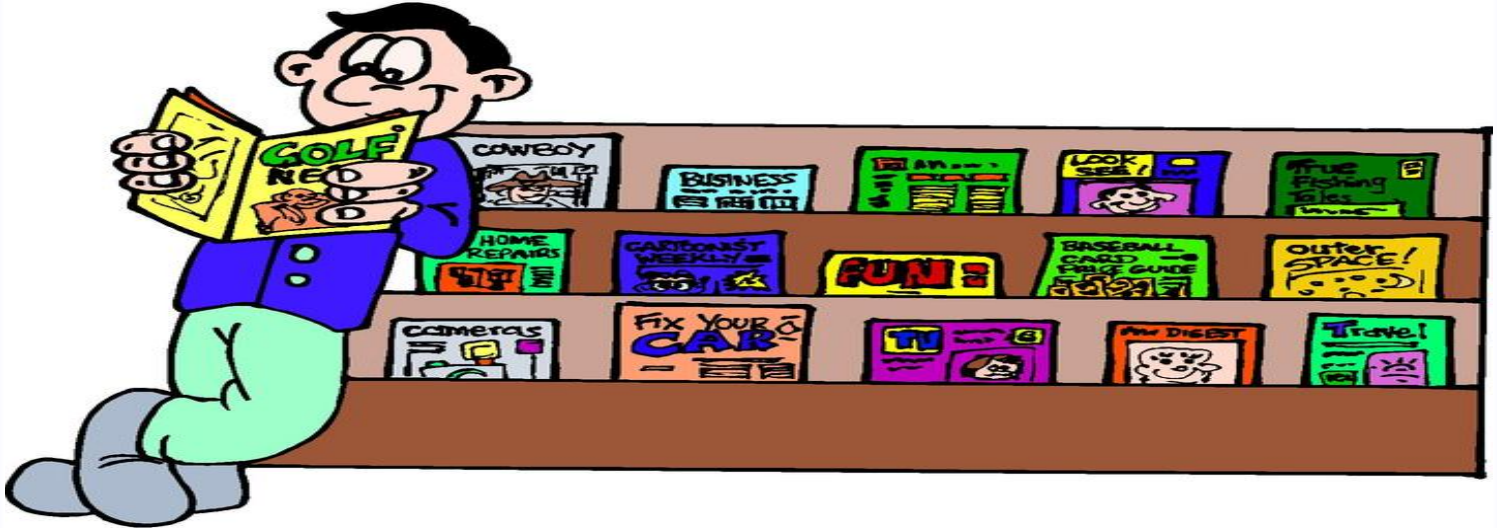
# HERE TO HELP

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We are here to help you to make the most out of selling magazines in your store.

Please feel free to contact me at any time to discuss your arrangements.

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Mr Chris Lynn  
Marketforce (UK) Ltd  
Blue Fin Building  
110 Southwark Street  
London  
SE1 0SU



[christopher\\_lynn@marketforce.co.uk](mailto:christopher_lynn@marketforce.co.uk)

[www.howtosellmags.co.uk](http://www.howtosellmags.co.uk)



020 314 83498



020 314 88106

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MARKETFORCE



--- The winning combination ---