



CUSTOMER INFORMATION PACK



**YOUR GUIDE FOR SELLING
MAGAZINES IN YOUR STORE**

.....

INTERNATIONAL CUSTOMERS



--- The winning combination ---

WELCOME

Welcome to Marketforce and Worldwide Magazine Distribution Ltd (WWMD). This pack contains all the information you require in order to start selling magazines in your store.

WWMD is the leading overseas supplier of magazines within the niche and specialist markets where magazines are traditionally not available which compliments your existing core product areas thus generating increased retail sales revenue.

If you currently do not sell magazines in your store and do not have access to magazine products via the newstrade distribution channel then you have come to the right place for your magazine supplies.

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: 00 44 20 314 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 sale or return up to a 25% returns allowance.

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.

Please note that some titles may be restricted dependant upon which title(s) you require and what Country you are based in. Should this be the case we will inform you immediately.

Secondly, just complete all 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, United Kingdom.

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

DELIVERY INFORMATION

Your chosen magazine(s) are handled by Marketforce 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 overseas. WWMD has been established since 1975 and are experts in their field of magazine distribution.

FREIGHT FORWARDING

Consignments can be collected by your freight forwarder direct from the WWMD warehouse based in Birmingham, England; alternatively WWMD will deliver your consignment to your mainland UK freight forwarder based upon prevailing rates per parcel and pallet, which are readily available upon request.

You can trigger the shipment either to be picked up from WWMD or to be sent via your freight forwarder. If you have a preferred date of your shipment being despatched please indicate this on the freight forwarding form.

Once the consignment has been handed over to your freight forwarder, they in turn will handle the distribution to your usual collection point.

If you currently do not have a freight forwarder the following companies should be able to assist you:

Activair	01784 890005	www.activair.com
CT Freight	01784 245777	www.ctfreight.co.uk
HF Friends	01784 423399	www.hfiworld.com
JLS	020 8751 7060	www.baltrans-logistics.co.uk

Please note that neither IPC Media / Marketforce (UK) Ltd or WWMD Ltd has any connection with any of these freight forwarding companies. They are simply companies that have been used in the past. You may wish to seek and appoint a company of your own choosing.

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 00 44 20 3148 3498, email address is: christopher_lynn@marketforce.co.uk. You will also find full details of how the process works together with general magazine information at www.howtosellmags.co.uk

HOW DOES THE PROCESS WORK?

Magazines are supplied to you at a discount of 30% from UK cover price and all supplies are sale or return to a maximum of 25% of supply taken.

I.E, if you order 100 copies of title A, you are allowed to return a maximum of 25 copies for credit.

On your delivery note which is received with each consignment the 'return by dates' are clearly shown. This is the date by which the front covers of any unsolds must be returned by for credit, up-to a maximum of 25% of your total supply.

You will continue to receive the new issue of the magazines you have ordered until we are advised differently in writing.

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.

Any shortages or discrepancies in your supply should be notified to WWMD within 24 hours of receipt of consignment.

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

Your Order No:Our VAT No: 273 7597
Our Reg No: 1206287

DELIVERY NOTE

Mr. Joe Bloggs
123 Fictional Avenue
London
A12 3BC

Cover Prices and Qty

DELIVERIES		Cover Price	Qty	Return By
977026266214828	Kerrang - 14-Jul-07	£2.10	32	10-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	

FINAL REMINDER - Date indicates final date to be received at WWMD

Barcode	Title	Return By
977146562605027	Heat - 07/13-Jul-07	03-Aug-2007

Magazines in your delivery

Magazines you need to return for credit

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

PAYMENT

There are three options available to you for payment of supplies:

CREDIT / DEBIT CARD PAYMENTS:



Payment for supplies of magazines is usually made via credit card with an additional one month's 'bond' payment in advance. The bond is calculated using the average of one month's estimated supply.

Credit card transactions will be requested from the card issuer and monies taken at the time of despatch of goods (if you receive more than 1 monthly delivery, monies will be requested everytime you receive a shipment) and will include any associated distribution costs.

In subsequent months, any credits due for returns sent back to us for unsold copies will be deducted from the next shipment.

Paying by credit card has the following business advantages to you:



Goods in transit are fully insured.



Currency conversion transactions are automatically taken care of.



Up-to 55 days extended credit to the cardholder.



UNIVERSAL BANK TRANSFER

You also have the option of paying by bank transfer. If you wish to pay by this method you will be required to pay for the first months supply with an additional one month's 'bond' payment in advance. The bond is calculated using the average of one month's estimated supply. The first payment will include any associated distribution costs.

In subsequent months, any credits due for returns sent back to us for unsold copies will be deducted from that month's payment.

Please find details of our bank account below for your reference:

STOCKISTS AGREEMENT

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

Business / Trading Name:		
Name of registered company (if different from above)		
Company Registration No:		
Company VAT No:		
Ltd Company or Firm/Sole Trader:		
Name of Owners: (If Firm / Sole Trader)		
Registered Address:		Zip Code:
Trading Address: (if different from registered address)		Zip Code:
Contact Name:		
Position / Job Title:		
Accounts Department Contact:		
Telephone Number:		
Fax Number:		
E-Mail Address:		@
Website Address:	WWW.	@

I wish to order the following magazines:

Title	Qty <small>(Minimum 5 copies)</small>

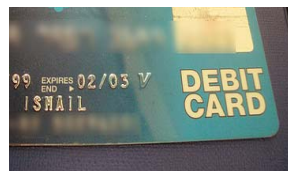
Signed:

Please Print: **Date:**

FREIGHT FORWARDERS DETAILS

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

Freight Forwarders Name:	
Freight Forwarders Address:	
Contact Name:	
Telephone Number:	
E-Mail Address:	@
Website Address: (If applicable)	www. @
Will your freight forwarder collect from WWMD warehouse?	
Do you wish WWMD to deliver to your freight forwarder?	
Day (or other trigger) you wish your supplies sent / collected?	



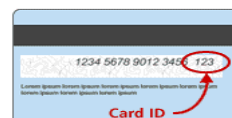
TERMS OF SUPPLY – CREDIT / DEBIT CARD

Company Name / Name on Card: _____

Card Number:

Expiry Date: / 2 0

Security Code: (Last three digits on the back of the card)



Card or Account Holders Address

Postcode:

Signature:

Please Print:

Date:



TERMS OF SUPPLY – BANK TRANSFER

WWMD Contact Details Unit 1, Griffin Business Park
Walmer Way
Chelmsley Wood
Birmingham B37 7UX

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

Bank Contact Details: Natwest Bank
Stratford-Upon-Avon Branch
PO Box 142
31 Rother Street
Stratford-Upon-Avon
Warwickshire
CV37 6ZS
United Kingdom

Account Currency: Account is in GBP Sterling

Account Name: Worldwide Magazine Distribution Ltd

Account Number: 93613865

Sort Code: 60-20-41

IBAN No: GB38 NWBK 6020 4193 6138 65

Swift Code: NWBK GB 2L

I agree to bank transfer the amount of one month estimated invoice amount plus one month's bond to WWMD. I understand that shipments will not leave WWMD until these monies have been received. Going forward WWMD will advise me of the amount of which to bank transfer.

Signature: _____

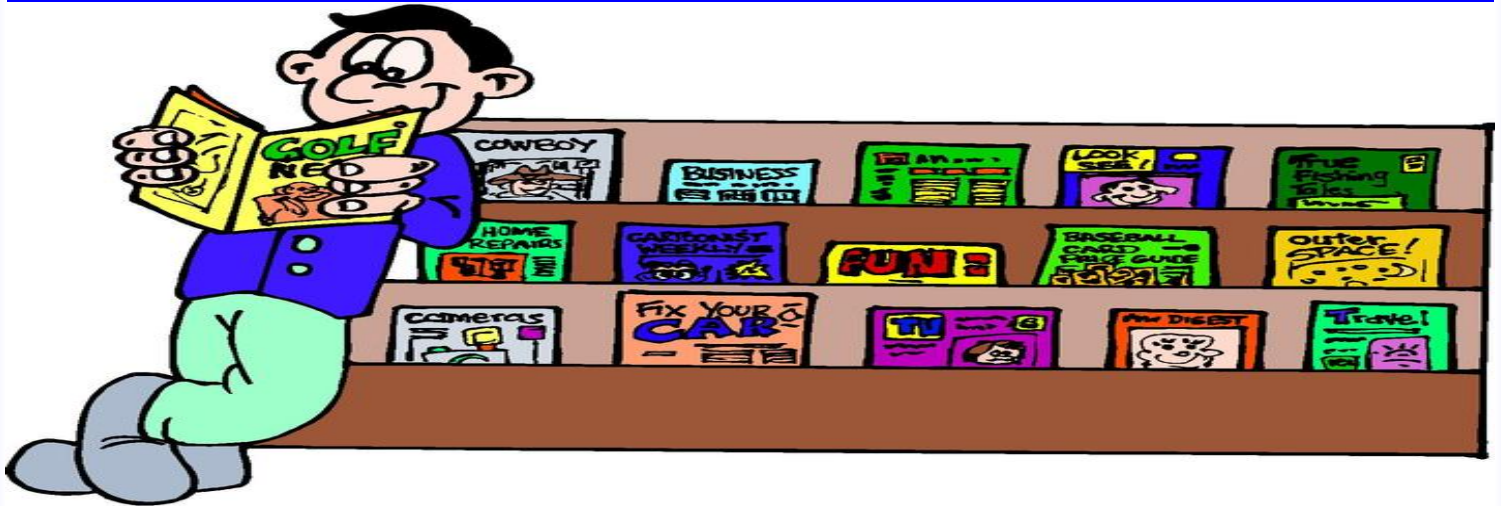
Please Print: _____

Date: _____

HERE TO HELP

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.



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



christopher_lynn@marketforce.co.uk

www.howtosellmags.co.uk



00 44 20 314 83498



00 44 20 314 88106

MARKETFORCE



--- *The winning combination* ---