

Magazine Publishers of America



cross-
merchandising
magazines for
retail **profits**

increasing
profits
using
magazines

Would you like to get more sales out of your promotions? Magazines, with their powerful connection to consumers, offer retailers some tremendous opportunities to do just that.

Research proves it: Shoppers who buy magazines spend more money. When you match a magazine's name with the strength of your products' brand names and key into your consumers' needs, you can enhance the power of your promotions.

Magazine Credibility x Brand Name Products x Consumer State of Mind = Retail \$\$\$

Whether seasonal, general, or tied into a magazine of the month feature—store promotions partnered with magazines can help you connect more effectively with your consumers—and drive more sales. This short guide suggests just a few ways magazines can help you get more from your promotions.

cross- promotion for all seasons

a few ideas to
get you started

Here are some innovative ways you can use magazines year-round to help increase sales in departments throughout your store by cross-merchandising.

Parenting

You already group diapers, wipes, formula, and other vital parenting products—Don't forget the parenting magazines too! Make magazines and their product information more convenient to the distracted, overwhelmed consumer with children and you can gain incremental sales.

Bakery/Florist

Put irresistible celebrity magazines or photo-rich “nesting” magazines near the bakery and florist sections and provide more “treats” for your customers.

Deli (Butcher/Fish)

Place health- and food-oriented magazines near these counters and help consumers reach their goals to eat leaner meats and fish. Tasty recipes and the latest diets give customers ideas on the spot for what to purchase—additional ingredients for recipes and the magazine itself.

Cosmetics

Let beauty editors from top magazines help influence your customers by placing beauty magazines in cosmetic aisles. Magazines can help put “ideas” in customers’ heads about what to purchase by introducing new products.

special featured promotions

International Cheeses/ Specialty Foods and Items

When food magazines showcase international cheeses or other specialty foods, use their editorial expertise and design a promotion to complement their feature story.

Cooking with Kids

Kids and women's magazines regularly feature stories to encourage family activities, such as cooking with kids. Use these editorial pieces as inspiration for store displays that might include high margin and specialty ingredients.

more promotions for all seasons

Automotive

Grab the attention of your male shoppers by placing car magazines near automotive supplies. When they pick up that quart of oil, you can key into their aspirations with magazines featuring the latest luxury automobile or truck.

Vacations

Group travel magazines for all types of vacations—budget, family, domestic and international—with travel-size products, cosmetic bags and other products taken “on the road” and make it easy for your customers to fulfill their dreams of getting away and having fun.

Bake Sales/Bake Offs

Key into your community's special events, such as school bake sales or county baking competitions, by using baking recipes from magazines that help your customers get organized and inspired.

winter

Each season brings
with it infinite opportunities
for promotions tied into
magazines. Here are just
a few possibilities...

seasonal
promotion
ideas

Christmas/Hanukkah: For one of the biggest cooking occasions of the year, give your customer one-stop shopping by putting holiday-themed food magazines and their menus' ingredients together in a display. If your store sells holiday decorations, home magazines can with give your customers additional inspiration.

New Year's Resolutions: Every fitness magazine features tips for taking off holiday weight. Pair these magazines with your top diet foods to help your customers keep their weight-loss resolutions.

Super Bowl: New Year's resolutions are long gone by Super Bowl Sunday, so gather up magazines with tips for superb Super Bowl parties and fixings for nachos, buffalo wings, and other popular Super Bowl fare. Sports magazines can add to the display's excitement as well.

Snow: Women's magazines often give warm ideas for cold weather, so add them to a "comfort food" display: fixings for beef stew, fluffy bread, hot chocolate with marshmallows and other cold-weather favorites.

Valentine's Day: Celebrity and women's magazines abound with stories of love at Valentine's Day, so create a display with easy-to-grab chocolates, roses and magazines featuring stories about finding true love. Help reinforce your customers' Valentine's Day urge to splurge on loved ones! For a twist, design a display for "Celebrating Singlehood" with single product servings and magazines that feature similarly themed stories.

winter

www.magazine.org

spring

seasonal
promotion
ideas

Easter/Passover: For Easter and Passover, women's, craft, and shelter magazines can add to your displays with special holiday menus and their required ingredients, ideas for egg decorating and the always popular Easter basket display. Chocolate eggs and marshmallow chicks are just a beginning—magazines can add the coup de grâce.

Gardening: Spring brings out your customers' green thumbs—place gardening magazines with seeds, basic tools and other gardening supplies together to spur your customers' inspiration.

Oscar Parties: In a celebrity-driven world, people love an excuse to indulge in their favorite celebrity/entertainment magazines. Gather together all your customers' favorite snack foods and entertainment magazines, and even run a contest for your customer's predictions of the winners.

Mother's Day: Put together a breakfast-in-bed display with all the basics—tray, coffee, flavored creamer, bread and Mom's favorite magazines—for frazzled fathers and excited children to take home for Mom.

Cinco de Mayo: Celebrate your Hispanic customers' heritage with a display of Mexican foods and Latino magazines.

Bridal Showers/Engagement Parties: Celebrate one of your customers' major life events—their weddings—by highlighting bridal magazines, ideas for party favors, and special foods geared toward bridal showers and engagement parties.

spring

summer

seasonal
**promotion
ideas**

Memorial Day/July 4th/Labor Day BBQs

and Picnics: Add food and women's magazines to spice up holiday barbecue and picnic promotions by giving your customers creative ideas on what to bring or how to make their events a success.

Father's Day: Don't forget to add Dad's favorite magazines—sports, cars and other favorite hobby titles—to special Father's Day displays.

Camping/Beach Outings: Add outdoor and nature magazines to your sunblock, insect repellent, bottled water and other products for camping and beach displays. And don't forget, when your customers want to get away from it all in the summer sun, celebrity magazines are America's favorite escapist read!

Back to School: Kids and women's magazines always have great ideas for your customers when they are stocking up for back-to-school time—add them to your pens, pencils, glue, tape, notepaper and other school supply displays.

Fall Fashion: Few customers can resist the pull of the hefty fall fashion magazines that forecast what they will soon be wearing—display them prominently for that impulse purchase that Mom deserves after she has shopped for everyone else in the home.

summer

www.magazine.org

fall

seasonal
promotion
ideas

World Series/Football Kickoffs Parties:

Sports magazines are a must to help make promotions for your customers' parties for the World Series and football kickoffs a success.

Fall Foliage: Women's and craft magazines give your customers great ideas for making keepsakes with fall foliage such as colored leaves and acorns and enjoying the harvest season's hot apple cider, pumpkin pie, baked squash, and maple syrup.

Halloween: Food, costumes, and decorations—home, kids, and women's magazines are the perfect complement to many of your customers' favorite holiday.

Thanksgiving: Magazines inspire and support your customers' desire to cook their best Thanksgiving dinner ever. From streamlining the process to creating health-conscious menus, magazines coupled with products used in the recipes can help increase your stores' Thanksgiving profits.

fall

Retail Best Practices: The Marketing of Magazines and Books Excellence Awards

These real-world examples show how retailers use magazines creatively to more effectively market, merchandise, and make connections with consumers.

INAUGURAL INDUCTEE

2005 RETAIL BEST PRACTICES HALL OF FAME: Wegmans Food Markets

BEST PRACTICES

2005 WINNERS

Cross-Merchandising

H-E-B

Checkout Merchandising

Safeway

Mainline Merchandising

Kroger

Promotional Programs

Wal-Mart

Checkout Marketing

Hudson News

Mainline Marketing

HMS Host

2004 WINNERS

Promotion and

Cross-Merchandising

Meijer Inc.

Wal-Mart

Wegmans

Checkout Marketing

Giant Eagle

Kroger

Wegmans

Mainline Marketing

Barnes & Noble

Wal-Mart

Wegmans

2003 WINNERS

Promotion and

Cross-Merchandising

Wal-Mart

Wegmans

W.H. Smith

Checkout Marketing

H-E-B

Marsh Supermarkets

Wal-Mart

Mainline Marketing

HMS Host

The Paradies Shops

Wegmans

2002 WINNERS

Promotion and

Cross-Merchandising

Wal-Mart

Wegmans

W.H. Smith

Checkout Marketing

Albertsons

A&P

Giant Eagle

Mainline Marketing

Barnes & Noble

The Paradies Shops

Wegmans

key
reasons to
**carry
magazines**
in your store

● **Magazines attract
“Influentials” to your store:**

Influentials, the 9% of the population that influences the spending behavior of the rest of the population, have higher incomes, are more educated, and early adopters of the latest products and services.

● **Magazines provide
the foundation for
exciting promotions**

and traffic-building
in-store events.

● **Magazines enhance and
improve the shopping
experience:**

Magazines entertain shoppers, creating excitement causing them to linger longer in your store.

● **Magazines reach an
important range of
demographics:**

New titles and brands are a tool to reach emerging ethnic segments, growing demographic groups and newly identified niche interests of the shoppers who come to your stores.

● **Magazines engage:**

Readers experience magazines in meaningful ways, including *I get value for my time and money, It makes me smarter, It's my personal time out* and *I often reflect on it*. Magazine ads make consumers laugh, cry, think, desire, ponder, smile and are often seen as part of the medium's content.

keys to **successful** sales with magazines

Magazines can help ensure that your promotions result in successful sales. What are the keys to getting the most out of your promotions with magazines?

● **Active Management:** Build relationships with publishers and wholesalers—get magazines on board to support your promotions. Editorial calendars can help you plan your promotions integrating magazines well in advance.

● **Increase Incremental Sales:** Raise the visibility of your products—magazine advertisements feature many of the products sold in your store, which helps drive incremental sales.

● **Magazine Placement in Stores:** Put special interest magazines, such as parenting or beauty, near related departments in your store. Customers visit magazine departments for pleasure; they turn to magazines positioned throughout your store for expertise and information.

● **Build Customer Loyalty:** Use magazines in promotions that speak directly to your customers' passions and interests to help build customer loyalty.

To find out more about how magazines can help improve your store's bottom line, contact retail@magazine.org.

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shoppers who
buy *magazines*
**spend more
money**

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