



What is SuperLeague?

SuperLeague works with professional independent news retailers to drive sales of newspapers and magazines in their store. The service has been designed to specifically support independent retailers, to help them become more competitive within their local area, therefore preserving a balanced retail marketplace for newspapers and magazines.

As a SuperLeague member you will now be part of a large group, recognised as a 'multiple' on Menzies systems and have access to the tools you need to help compete in a tough and competitive marketplace.

The service is completely free - all that we ask is that you fully commit to SuperLeague, comply with and support all promotional activity.

Benefits of being a SuperLeague member

- Promoted titles - you will receive 3 issues of each promoted title, this will give it a chance to sell in your store. If copies are sold, this will be absorbed into your standing order, if you don't sell copies these will be removed.
- Communication - you will receive a monthly personalised full colour SuperLeague newsletter, which has been created to cover key messages, for example, category insight, promotional activity, contact details and so on. We will also be using email and i-Menzies.



- Promotion activity – is a full structured programme covering promotions, category advice and support for magazines, newspapers and home delivery.
- Display advice - block planograms will be provided and based on fixture size and traffic flow.
- Help Desk - we have introduced a SuperLeague Help Desk (Superleague@menziesdistribution.com) that you can use if you have any queries on promotions, availability issues and advice on Home News Delivery or how to launch a HND service. If you are having any supply or delivery issues that you are having difficulty getting resolved, your dedicated Menzies SuperLeague Account Manager can escalate this for you to try and get a resolution.
- SuperLeague Competitions - new reward schemes to award excellence in compliance and sales performance, example below



- HND Campaigns – SuperLeague are working closely with Deliver My Newspaper the National Newspaper Publishers Home News Delivery Initiative. Link below to sign up to ensure your store is registered when customers search this website for their newsagents who operates a HND service

www.delivermynewspaper.co.uk



Your commitment - what we expect from our SuperLeague Retailers

- Participate in and support all SuperLeague newspaper and magazine promotional activity.
- Comply with all ranging schedules and planograms (if you have signed up).
- Allow SuperLeague to undertake in-store compliance checking.
- Don't early return any promoted or ranged titles.

SuperLeague Store Specific Magazine Range

- As a valued member of SuperLeague we are proud to offer you the opportunity to have a store specific range created for your store, free of charge. Previous trials have shown a great deal of benefits for retailers who have implemented the store specific ranges, including:
 1. 3% additional revenue benefit
 2. Reduction in un-authorized products
 3. Improved cash flow
- We start with your sales and enhance the choice for your customers by adding local sales information, and the latest magazine trends – all designed to physically fit on to your magazine fixture. Within this process non-sellers are removed.
- We are working with Menzies to lock store specific ranges into the allocation system, which will prevent unauthorised product arriving in your store. Of course, as the business owner you can still make alterations and add new titles to your range.
- The SuperLeague Help Desk will also be able to assist if you have any queries.

Types of promotions

- National - All customers
- Regional - customers in certain regions
- Flexi - customers that stock competitors titles

Apply now to join SuperLeague

If you would like to join SuperLeague, contact the SuperLeague Help Desk at Superleague@menziesdistribution.com