



'Representing Leading News & Convenience Retailers'

Press Release

3rd June 2009

SCOTTISH NEWSTRADE TO WORK TOGETHER TO GROW NEWSPAPER SALES THROUGH INDEPENDENTS

NFRN members in Scotland have met with Scottish publishers to see how the Scottish newstrade can work together to grow Scottish newspapers sales through independent retailers.

Publishing representatives attending the meeting included the Scotsman, Daily Record, The Herald, DC Thomson and the Press and Journal.

Scotland NFRN President Dave Forbes said: "I extended the invitation to Scottish publishers and was delighted with their positive response to helping the plight of independent retailers in Scotland. The working group agreed pertinent points that will be "work in progress" over the coming year and the NFRN are committed to embracing this initiative. This "work in progress" will include formulating a presentation entitled "A future in newspaper sales", which will be delivered through the Scottish Daily Newspaper Society (SDNS) to the Scottish Government. We want to build on the concept of educating our young people into purchasing newspapers in the future."

Also on the agenda is the development of a website database for newsagents to register their shop for HND service and a redemption site for publisher promotions. HND and POS marketing - training modules will also be developed - for new and existing outlets.

Following the meeting Lorraine Fraser, Sales and Marketing Director of the Daily Record and Sunday Mail, said: "I believe that a shared website would prove incredibly beneficial to newsagents, NFRN members and Scottish publishers. It is my belief we should work together, identify what skills and resource can be funded internally, and forward this proposal to the Scottish Daily Newspaper Society for the Society's support.

Furthermore, I firmly believe we should look to developing a robust proposal via the SDNS, to be presented to the Government for HND to in order to provide a sustainable platform for HND moving forward."

Ends

For further information please contact Margaret McCloskey, Operations Manager, NFRN on 0845 6015818.