



## **Honouring Standing Orders**

### **The Premise**

In many of our conversations with retailers, a particular issue is highlighted: the honouring of standing order adjustments to magazine supplies. While we endeavour to provide the amounts of product requested at present, we recognise that our customers desire more control over their Magazine business than the current system allows.

### **The Solution**

In response to this feedback, we have been working to create a system solution which will offer the service our customers expect: adherence to retailers' requested Standing Orders in all but the most exceptional situations. We have now completed testing and the system is ready to be launched.

### **How can retailers take advantage of the system?**

Simply by continuing to operate their businesses as normal. When a customer proposes a magazine Standing Order change, we will accept that change and honour the figure for the next two issues of the title.

The only exceptions to this rule will be situations in which it is totally impractical for us to do so – for instance if so many customers request higher orders that the publisher's supply will literally not cover them – and we will do whatever we can to restrict such instances to an absolute minimum.

### **Delivering a better service**

We hope that, by delivering on this and our customers' other priorities, we can continue to improve service provision over the coming weeks, months and years.

**If you have any queries, please contact  
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