

Together, let's celebrate HND



It's finally here! October is Home News Delivery Month and all sides of the news industry have come together to grow HND.

One of the first retailers committing to supporting HND Month was our National President Muntazir Dipoti.

Monty, as he is better known, said: "I registered on the website just after it launched at the end of July. Since then, I have been encouraging Fed members to do likewise. There is nothing to lose, but plenty to gain!"

"I cannot express enough how important HND Month is to the news industry. Not only is this a great example of how the industry can work together, but it is also a great opportunity to help protect and promote the printed copy. And that's something we at the Fed have been working on for the last three years through our Pro Print initiative."

The Fed's news operations manager Peter Williamson echoed Monty's enthusiasm for this exciting scheme.

He said: "During the COVID-19 lockdown we saw home delivered orders go through the roof. Now, with the support of everyone from the news industry, let's hope HND Month generates similar results."

Also throwing her full support behind HND Month is the Fed's Northern Ireland president Judy Mercer. Singing the praises of the registration process, Judy said: "It couldn't have been easier. I scanned the QR code, and it took no time at all."

She added "HND is a great offering and a USP for any retailer that does it. You can reach out to areas where deliveries currently do not happen, and the offers that are being made available by publishers can only help entice new customers."



Top HND tips from Fed members

1. Talk to customers who regularly visit your shop about your HND service.
2. Call on potential customers at their home to see whether they would be interested in having newspapers or magazines delivered.
3. Advertise your HND business in your shop window.
4. Consider supplying local businesses. Are there offices or hotels nearby that may be interested?
5. Target local schools and colleges.
6. Promote your service in show homes on new housing estates.
7. Call in to the warden's office of sheltered accommodation.
8. If you sell groceries in-store, why not add these to your delivery service? If this is not an option, use your delivery route to distribute promotional flyers if you have them.
9. To help grow your initial customer base, consider self-canvassing, and also re-visit those customers who have had their papers delivered before but may have stopped doing so for whatever reason.
10. You should also consider whether there are school children (aged 13 or over) or adults in the area who would be prepared to carry out home delivery for you.

Award winning David Robertson is another member who will be actively promoting HND Month.

David, who owns Pozzi, in the small Scottish rural town of Buckie, and who was crowned the Fed's 2023 News Retailer of the Year, said: "HND provides both a guaranteed income and guaranteed footfall. In my opinion, HND Month is the perfect opportunity to increase your offering or start up a newspaper delivery service if this is something that you currently don't offer."

For many years, London's Canary Wharf has been the global beating heart for businesses, so it's not surprising that Peter Wagg's News on the Wharf HND business has focused on delivering newspapers and magazines primarily to nearby offices.

But Peter said: "We are expanding and are now increasingly delivering to the new serviced residential towers which are being built adjacent to the existing office blocks around The Wharf."

Peter will be using publisher offers during HND Month to raise awareness of his own HND business.

"HND provides both a guaranteed income and guaranteed footfall. In my opinion, HND Month is the perfect opportunity to increase your offering or start up a newspaper delivery service"

An ask from The Fed



Dear supply chain partners

So we can all make the most of the opportunities offered from HND, timely deliveries of newspapers from print plants into wholesale depots are vital. Likewise, news wholesalers must focus on a speedy and accurate pack and onward delivery to retailers. Without this, all the hard work and investment into HND Month will be wasted, as our members must be able to deliver to their customers in good time.

All Fed members

Publisher support

Throughout the month, publishers have committed to running retail offers and competitions.

Paul Jenkins, regional head of circulation for home delivery and subscriptions at Reach PLC, said: "Reach views HND Month as a fantastic opportunity to support our retail partners to both maintain and increase HND rounds at a crucial time of the year. It is great to see our industry fully supporting this positive initiative.

"And not only are we promoting our national titles during HND Month, but we are also including our full regional portfolio, which numbers over 100 titles."

Andy Law, senior national account manager, dmg media, said: "HND is reliant on fantastic delivery partners to ensure that readers receive their newspapers daily whatever the weather. This October, we will celebrate the inaugural HND Month! As the clocks change and the mornings start to get darker, we will collectively be promoting and celebrating HND with offers and branding at retail and in paper, updates across socials/online and via trade partners. We very much want to bring October to life and make it a HND focused month!"

October, as the clocks change and the nights get darker, has long been recognised as the start of the HND season. We all want to make this month one to remember and kick off the HND season in style, with plenty of orders.

If you haven't registered, it's still not too late, simply use the link below and get yourself registered. We want HND Month to be so successful that like World Book Day, it becomes an annual event.

What is HND Month?

Running throughout October, the news industry has come together to celebrate and promote home newspaper delivery (HND).

Thousands of readers nationwide enjoy and depend upon this vital service daily.

Publishers, news wholesalers and the Fed want to make this October one to remember, kicking off the 2023 HND season in style!

Why are we doing this?

As an industry we believe it is important to celebrate HND and shine a light on the committed retailers who provide this outstanding service.

HND is the backbone for newspaper sales and is a service relied upon by thousands of readers up and down the country.

We all seek to increase customers and collectively through offers and marketing we can reach and generate valuable additional sales.

Not registered yet?

It's not too late to get involved. Simply visit www.hndmonth.co.uk; email hndmonth@co.uk or call 0207 017 8880 to request your HND Month promotional pack.