



In association with
The Fed

YOUR GUIDE TO AMENDMENTS AND ALTERATIONS

This guide aims help you understand the allocation process and aid you, should you need to alter supplies yourself.

How Allocations are made:

Your newspaper supply is dependent upon sales history and the waste % or unsolds each publisher is able to fund. Recent sales on the same day and/or trends on other dates when a similar national sale is expected whilst how much the sale varies (volatility) will predict a likely sale. The higher the volatility then the more unsold copies will be added to the anticipated sale. Though there is a limit on the number of copies available there should generally be enough to cover the highest likely sale.

Top Tips for Alterations:

There may be a number of various reasons why you wish to amend your supply, and it is best to advise your wholesaler of these reasons to help them understand. We recommend that you review your previous sales history by checking the past four issues on Snapp & i-menzies. DMG and News UK newspapers control allocations for their titles, advising wholesale themselves. That said, you can still amend these, provided you have a valid reason. Please remember that if you increase your supply, there will be less for other retailers, so make sure you do need the copies.



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continued:

It is recommended that you use either Snapp or i-menzies to make any alterations to your supplies as you will have a record should these not be honoured. However, if you are making changes via the customer service call centres, remember the following:

- **Use the term “make supply figure X copies” instead of “add” or “minus.”**
- **Confirm weekend edition alterations by 12:00 for Smiths and 17:00 for Menzies on Wednesdays, whilst Monday to Friday editions should be as early as possible but by 13:00 latest for the following day.**
- **Inform the Customer Service Centre of any factors influencing sales (e.g., roadworks); remember, when wholesalers allocate copies, they consider various factors, including previous sales**
- **Amendments to orders last for specific periods (e.g., two issues for dailies/Sundays, newspaper weeklies, and magazines).**
- **Weekend supplies should be changed early in the week to avoid closed allocations due to print order restrictions and supplement requirements**
- **Due to sales movement, Bank Holiday issues - including those over Christmas - are excluded from the alterations process and will be set for the one issue, you will be advised in advance of these different timings etc**
- **Monitor your order list on Snapp and i-menzies regularly**

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AND MAKING ALTERATIONS**