

Delivering profit



All set for HND Month? Find out how national and regional newspaper publishers are supporting you and why.

There are a vast number of offers available to help encourage your customers to buy copies of their favourite paper, from discounted rates to free delivery.

Paul Reeves, the Telegraph’s national sales controller, said: “For many retailers, HND remains the backbone for newspaper sales and is a service relied upon by thousands of our readers up and down the country.

“We will be promoting subscription offers and offering HND support products throughout the month. Whilst we all seek to increase customers, collectively via subscription offers and marketing, we can generate valuable additional continuous sales.”

Paul Jenkins, Reach’s regional head of circulation, home delivery and subscriptions, added: “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 a true example of the industry working together for the benefit of all. Reach is uniquely placed; not only will we promote HND Month in our national titles, but we will also include our full regional portfolio, which numbers over 100 titles. The campaign will enable us to reinforce the importance of HND and raise awareness to potential customers of the services offered by retailers.”

Roger Clapham, head of supply chain at the Guardian, commented: “The Guardian is delighted to be involved in HND Month 2024 and we’re sure it will result in increased newspaper sales volumes for independent retailers.

“The HND service offered across the independent sector is relied on by both readers and publishers and we’re pleased to promote and support it again this month.”

The table opposite highlights the offers available on national newspaper titles. Information on the regional newspaper offers can be found on the HND Month website, hndmonth.co.uk.

And as HND Month founders Andy Law and Shaun Jones revealed earlier in this edition of The Fed, throughout October 2024 all registered retailers have the chance to win £200 a day.

Last month, all participants were sent their unique draw number, via their registered email address. Throughout October, the daily draw will take place every morning, with the winning unique number published on hndmonth.co.uk and across social media channels at 10am. The £200 prize will be paid as a credit via your weekly wholesale invoice.

| Title | Offer |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|
| Daily Mail* | Seven Day Print Six months half price £18.99 per month Weekend Only Six months half price £7.50 per month |
| The Sun | HND Delivery Offer Four weeks FREE delivery |
| The Times | Seven Day Print 50 per cent off for three months £7.75 per week |
| Daily Mirror* | Seven Day Print 50 per cent off for six months £27.95 per month |
| Daily Express* | Seven Day Print 50 per cent off for six months £27.73 per month |
| Daily Star* | Seven Day Print 50 per cent off for six months £18.85 per month |
| Daily Telegraph | Seven Day Print Save over 29 per cent on the full Telegraph package £78.00 per month |
| i news | Six Day Print 50 per cent off for six months £13.22 per month |
| Guardian* | Various Combinations Up to 50 per cent off for three months |
| FT | Print Edition Save over 65 per cent for your first year Billed as £199 equivalent to £16.58 per month |

*Denotes availability of a HND platform, or direct delivery service

We want to see how you are supporting HND Month. Send photographs of the PoS material on display in your store to contactus@nfrn.org.uk and you could be featured in a future edition of The Fed.