



# It's back!

As this year's HND Month gets underway, The Fed caught up with two of its founders, Shaun Jones and Andy Law from DMG Media, to find out more.



## Firstly, can you tell us how HND Month came about and why we have waited so long for such a great industry initiative?

Shaun Jones (SJ): The idea for an initiative that recognised and supported the extra efforts that news retailers go to in respect of home news delivery was first discussed at the Fed's annual newspaper summits.

HND Month was then born during an internal meeting in May 2023 which looked for fresh ideas for trade activity that would deliver a point of difference to, and focus on, the newspaper market. We recognised that, individually, publishers continued to promote their own home news delivery and subscription initiatives; however, a joined-up approach that enabled retailers to promote the newspaper category in one hit was lacking.

The concept of a dedicated, collaborative industry campaign involving all players in the newspaper market - publishers, wholesalers, trade bodies and retailers - soon evolved. The notion of launching an annual event celebrating, promoting and showcasing home newspaper delivery and all those committed retailers that offer this daily service quickly followed.

The decision was taken to run HND Month throughout the month of October, with the ambition for this to be an interactive event, with updates, competitions and offers each day, rather than a point of sale and leaflet exercise from participating stores. While the inaugural HND Month last year was undoubtedly a huge success, timeframes from concept to launch curtailed the focus on ensuring a consistent flow of fresh daily content, competitions and offers during the month. This is something that has been addressed for this year.

## We have been told that the 2024 HND Month is going to be bigger and better. How is this happening?

SJ: Feedback from last year was taken into consideration in planning this year's event, such as simplifying the leaflets for clarity of message and easier distribution, along with more coverage and promotion among national and

regional newspapers. However, the main difference this year is the focus on making this a live event across the whole month, with fresh daily content and we are encouraging all participants to share ideas, stories, images and updates on how they are embracing HND Month, along with details of their successes to highlight and recognise the great work and commitment of their wonderful store and delivery staff. There will be more competitions and offers all the way through the month, including a £200 daily prize draw.

## What opportunities are available to our members who have registered for HND Month?

Andy Law (AL): Better offers from newspapers with more in paper coverage. We're doing more of what worked last year. In addition to this, the daily prize draw is new for this year. This is designed to help drive engagement and daily visits to the HND Month website. There will also be a raft of other competitions and offers throughout the month. These will be launched via the website and across social media channels. Members need to make sure they are following HND Month across X, Instagram and Facebook to ensure that they get all of the opportunities to enter across the month.



## What should our members do to help maximise the opportunities that HND Month brings?

AL: Look at areas currently being delivered to and look to plug the gaps. Priority should be given to areas where lucrative existing customers reside. Can delivery areas be expanded and are there 'black holes' nearby that no-one is covering, such as new housing developments? Also look at local businesses and form relationships so their needs can be understood. Hotels are an example whereby multiple orders can be taken but changes will need to be made at short notice.

In addition to focusing on canvassing for HND customers, engage in conversation with your casual customers and encourage them to sign up to a subscription and save. Ensure you explain the process to them and that as a retailer you don't miss out and that it is beneficial to you. This tends to be a hurdle to customers taking out a subscription, but with a retailer's endorsement, it can make this transition easier to manage.

If your members run out of flyers and require more, they should contact their supplying news wholesaler to request more. There is only a limited supply of extras, so it will be first come first served.

## How can a Fed member that doesn't offer HND get involved?

AL: Great question as the offers benefit casual sales as well as home delivery. Non HND stores can certainly direct regular or shop customers to the subscription offers so they can save too. Now is a great time for all to save on their favourite newspapers, be that HND or casual sale. The cost-of-living crisis is impacting all and these fantastic subscription deals may help a member secure an infrequent purchaser to a seven-day one, while saving them money.

## Can you tell us how the daily prize draw works?

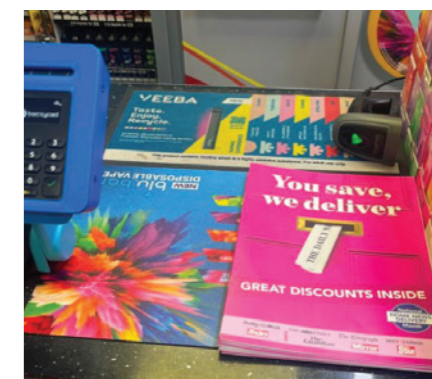
SJ: All retailers who registered to participate in HND Month will have received their unique draw number during the week commencing September 16, 2024. During HND Month a daily draw will take place every morning, with the winning unique number published on [hndmonth.co.uk](http://hndmonth.co.uk) and across social media channels at 10am. Retailers need to check if their unique draw number is that day's lucky winner to claim their £200 prize via the website. Daily winning claims must be submitted by 10am the following day, so retailers should ensure they check the

website and/or social channels each day to check the winning number. Prizes will be paid as a £200 credit via their weekly wholesale invoice.

## What are the publishers' expectations during HND Month?

SJ: Publishers are eager to build on the success of last year's event through greater awareness of HND Month and more interaction from all involved, while increasing the number of HND and subscription orders, maintaining or enhancing frequency of purchase and benefiting retailers and our readers.

Turn over to read more about this year's newspaper offers.



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