

COMMUNICATION
AND PROMOTION
TOOLS IN PRESS
OUTLETS



EDITO

Dear Publisher,

We are entering an era of exciting times and will no doubt see many changes—and challenges—in the next few years in the world of newsagent retail. But one fact we can be sure of is that newsagents will retain their position as much-visited focal points and meeting places throughout our cities and villages. Young and elderly alike make regular daily trips to newsagents to buy press, candy, cigarettes, lottery cards, drinks... making it the ideal place for convincing potential buyers and readers to purchase your publication.

We live in an impulse-driven environment—which means it is imperative to stand out and promote your product if you want to increase your sales!

This brochure provides an overview of AMP's services and communication tools. Are you aiming for impulse buys? Are you looking for visibility on the high street? Or are you aiming for a combination of the two? We can ensure you achieve your goals. AMP's skilled promotion team is here to help you go that extra mile to clinch more sales. Let's look together at how we can boost your sales. Our dedicated team is ready and waiting for you!

Paul Bruneel
Sales Manager Promotion & Xample



Why is it important to invest in visibility and promotion in newsagents? You want to sell more copies!

- 1.** The 4 P's: You create a beautiful Product. You fix the cover Price. AMP develops a powerful distribution system to ensure your publication is Positioned effectively on the shelves. You Promote your publication to make sure people hear about and see your product.
- 2.** Newsagents generally stock more than around 2,000 products: press, snacks, drinks, and a host of other goods that attract customers' attention. Make sure that your product attracts the most attention and increases your sales.
- 3.** Newsagents have a high volume of traffic—although, surprisingly, 65% of newsagent customers actually do not buy press. The high number of customers, however, means huge potential for you in terms of readers and buyers for your publication.
- 4.** An attractive cover sells. You invest a great deal in your cover: beautiful pictures, catchy headlines, scoops, etc. Ensure that your cover is on display for potential readers and buyers—rather than leaving it up to the store manager to decide where your magazine or newspaper will be positioned. With our communication tools, your product will always be visible.
- 5.** More than 70% of purchase decisions are made in-store. Availability in multiple newsagents is a good thing, but strong visibility is even better. Guide and influence your potential readers and buyers by projecting your title.
- 6.** Increase your ad revenue by using our promotional tools. Promotion and communication will increase your sales. Higher sales means more readers. More readers means more visibility for your advertisers: more readers—higher ad rates—more ad revenue.
- 7.** Promotion is an investment in both the long and short term: a short-term investment to boost your sales, and a long-term investment to build relations with existing readers, new readers and potential purchasers.

DELHAIZE # D-IMPULS

The D-impuls system is our department-store impulse system in use at the Delhaize checkouts. Customers waiting in line at the checkout tend to pick up a magazine—making this a crucial point at which to influence potential buyers and readers by introducing them to your products: the perfect strategic spot for stimulating impulse sales. Your publication is also exposed at the Quickscans and SelfPay checkouts. A team of skilled rack jobbers will ensure that your product gains maximum exposure throughout the promotion period. Campaigns start on Fridays.

D-IMPULS	# outlets	# displays	price / week
NL (Dutch-speaking)	63	120	ON DEMAND
FR (French-speaking)	57	100	ON DEMAND



CARREFOUR # C-IMPULS

The C-impuls system is our department store impulse system in use at the Carrefour checkouts. Customers waiting in line at the checkout tend to pick up a magazine—making this a crucial point at which to influence potential buyers and readers by introducing them to your products: the perfect strategic spot for stimulating impulse sales. A team of skilled rack jobbers will ensure that your product gains maximum exposure throughout the promotion period. Campaigns start on Fridays.

C-IMPULS	# outlets	# displays	price / week
NL (Dutch-speaking)	20	125	ON DEMAND
FR (French-speaking)	25	190	ON DEMAND



OUTFRONT BILLBOARD ADVERTISING

A Poster Billboard offering 3 options (format/position 30*40), positioned at eye level at the entrances of more than 700 newsagents. The ideal communication tool to promote your brand to people on the high street and to customers entering the outlet. A strong tool to tell potential buyers and readers what they can expect this week/month in your publication. Since many purchase decisions are made in-store, this eye-level sign is great for convincing potential buyers during those last yards.

OUTFRONT	# points of sale	price / week
NL	100	ON DEMAND
FR-BRUSSELS	600	ON DEMAND



KIOSK BRUSSELS CITY CENTER

AMP has 7 kiosks located in strategic positions throughout Brussels city center, all in high-traffic areas (both vehicle and pedestrian). Locations include Louise and Porte de Namur, Grand-Place, Place De Brouckère and Place de la Bourse as well as in the political heart of Brussels, Rue de la Loi.

We propose a 2m² format (big billboard campaign). Campaigns start on Thursdays.

Kiosk –Poster Format	position	price /side/kiosk/month
30 cm L * 40 cm H	10 x posters	ON DEMAND
30 cm L * 40 cm H	12 x posters	ON DEMAND
120 cm L * 174 cm H	2m ² bill board	ON DEMAND



Press Shop

RELAY

The 230 Press Shop & RELAY stores are a network of newsagents located in high-density areas throughout Belgium: shopping centers, train stations, subways, airports and urban areas as well as high streets along the Belgian coastline. Always high-traffic locations.

POSTER PRESS & TOP POSTER

PosterPress and TopPoster are 2 billboard systems that promote your publication via a poster to outside commuters. An ideal tool for advertising to readers and non-readers alike. In addition to strengthening your image and building awareness, this form of advertising often convinces potential buyers/readers to visit the store to buy your publication. The TopPoster is a combination of a large poster and copies of your publication displayed in a showcase at the outlet.

PosterPress and TopPoster : format 60 W x 80 H cm, folded in 4, delivery 2 days prior to start of campaign.

System	# outlets	price / week
Poster Press NL	70	ON DEMAND
Poster Press FR	45	ON DEMAND
Poster Press BXL	40	ON DEMAND
Top Poster NL	65	ON DEMAND
Top Poster FR	45	ON DEMAND
Top Poster BXL	40	ON DEMAND





PAVEMENT BILLBOARD

Billboard with 2 sides at the entrance of the outlet.
A communication tool with a huge stopping power that confronts all passengers in front of Press Shop and Relay

Billboard	# point of sales	price / week
NL	65	ON DEMAND
FR-Brussel	60	ON DEMAND



STAR & FLASH DISPLAY

Press Shop/RELAY uses 2 powerful impulse systems that accelerate the rotation and sales of your publication. Each of these 2 systems has its specific place, but the effect is the same: projecting the title "out of the shelves," making it shine and stimulating impulse sales.

Flash display is mounted on the rack itself and projects your title forward. Your title stands out from those of the competition and attracts the attention of the purchaser/reader.

Star display is mounted at the newsagent's checkout—where every customer passes and has to stop to pay. Your title is on constant display! High visibility means sales. Below are 2 examples.

System	# outlets	price / week
STAR NL	95	ON DEMAND
STAR FR + BRUSSELS	110	ON DEMAND
STAR INT'L	38	ON DEMAND
FLASH NL	77	ON DEMAND
FLASH FR + BRUSSELS	110	ON DEMAND
FLASH INT'L	21	ON DEMAND



BRUSSELS AIRPORT PROGRAM



Relay Be Happy, Be Zen, Be Curious, Be Connected, Be Relax, Be Relay!

LS travel retail Benelux has opened 5 Relay stores in Brussels Airport, all featuring new-generation concepts. The stores provide a number of unique, innovative services to customers, including, for example, a “Digital Bar” that offers an exciting new retail experience for travelers... Press remains a very important product category at each of these outlets, with several display points, including the store entrance and checkout areas, and a wide range of titles on the shelves.

GATESLEEVES

With millions of passengers traveling through Brussels Airport each year, the 5 RELAY outlets offer huge potential for your advertising. Each store is located in a strategic position in both Arrivals and Departures (before and after customs).

System	# alarm gates	price/action/month
Gatesleeves	10 to 15 Gatesleeves	from 2500 €

ILLUMINATED BILLBOARD ADVERTISING INSIDE AND OUTSIDE THE STORE

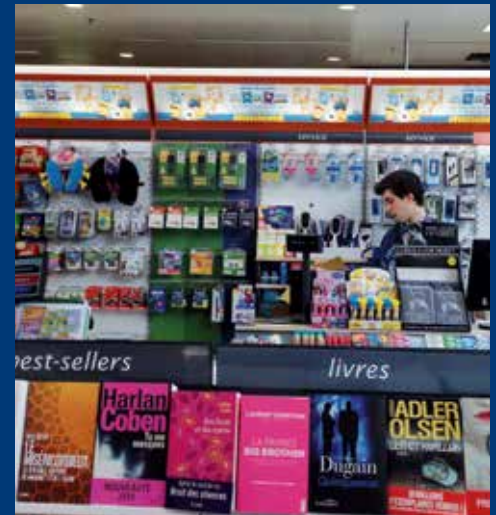
These 2 systems provide incredible visibility at Brussels Airport—ideal for promoting your newest issue or product, a special edition, or to raise awareness for your brand. A great means of making direct contact with an international audience, this advertising system also attracts new readers/buyers.

System	position	price/position/month
Billboard outside	1 big poster 60 cm L * 160 cm H	400€
Billboard inside	1 big poster 129 cm L * 30 cm H	300 €

FULL-FACING AT THE ENTRANCE

The Full-Facing system ensures full-cover display on the shelves at the store entrance, with 3 full covers of the same title at eye level. This strategic positioning means that travelers cannot fail to see your product.

System	position	price/action/month/shop
Full-facing	3 full covers at the entrance	400 €



COMMUNICATION AND PERSONALISED ACTIONS

VISITS/DISPLAYS/TAILORED SYSTEMS/INDEPENDENTS

AMP's field team is made up of 15 experts who are daily in contact with the managers of the various channels and independent outlets. Based on your briefing, we handle all aspects of the fieldwork for you: Creation and installation of displays based on sales figures; Merchandising to ensure high visibility for your publication.

COMMUNICATION AND DISTRIWEB

Want to inform 1000 to 6000 newsagents of a new cover price—rapidly and efficiently? AMP enables you to communicate your message via website or letter—fast.

XAMPLE

AMP's sampling system, utilized in the top independent newsagents, Press Shop/RELAY and Q8, is one of our most powerful systems for promoting publications. This powerful face-to-face advertising method involves offering a small gift to the right target group/your readers/potential buyers.

Prices on request.

Terms and conditions on demand. All rates are VAT excluded and valid from the 1st of January 2016



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