



Press Release

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Newstrade Pledge Support for CTN World

This year's CTN World will once again have a strong news presence with newspaper publishers, magazine distributors and news wholesalers all pledging their support.

The Daily Mail and Trinity Mirror will both have individual stands at the show, which takes place at the Ricoh Arena in Coventry on Sunday November 20 and Monday November 21.

Meanwhile magazine distributors Comag, Marketforce and Seymour are coming together with Smith News, Menzies Distribution and display specialists Bartuf in the Magazine Zone where visitors can see how they can make more money from selling magazines.

The special 100 metre stand will occupy a central position on the show floor with a key feature being an interactive planogram and a seated area for informal meetings.

NFRN National News Development Manager Brian Murphy said: "Any retailer serious about building their newspaper and magazine category must pay a visit to CTN World and the Magazine Zone stand is definitely one not to miss."

Marketforce National Account Manager Chris Lynn said: "We are mindful that independent newsagents are looking to maximize the return they get on every single item in their stores. Magazines are no longer just competing with each other for shelf space but are vying with a whole range of products. It is for this reason that we need to demonstrate how a well ranged and merchandised magazine display can provide an excellent revenue stream for independent retailers."

Comag's Sid Grigg added: "The Magazine Zone will hopefully demonstrate to visitors how publishers, wholesalers and distributors alike are all working hard on their behalf to help them become and remain strong and profitable businesses."

Commenting on the Daily Mail's attendance at the show, Circulation and Trading Manager James Beardow said: "We are pleased to be back at CTN World for another year. The 2010 show, where we launched our successful Independent Flagship retailer initiative, worked well for us. Working with proactive independent retailers continues to be our core focus and CTN World is a great platform to discuss sales driving initiatives."

Retailers interested in attending CTN World can register at our website - www.ctnworld.co.uk.

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For more information please contact Anne Bingham, NFRN Communications Manager, on 07879 646842