



## *MagNet Client Conference*



# 3<sup>rd</sup> Annual

October 19, 2010



# Agenda



- ✓ Introductions
- ✓ Clients
- ✓ MagNet update
- ✓ Stock account analysis
- ✓ Data prep processes – overview
- ✓ MagNet partner report use
- ✓ Current report review
- ✓ Future enhancements
  - ✓ Analytics
  - ✓ New Reporting levels
  - ✓ Integration
- ✓ Enhanced services
- ✓ Client questions



- ✓ **Monthly data feed clients:**
  - ✓ CMG
  - ✓ Curtis
  - ✓ DSI
  - ✓ Kable
  - ✓ Meredith
  - ✓ Time Warner Retail
- ✓ Most provide data access to their clients through their own web reports
- ✓ Cooperative working relationship with all direct feed clients



## Magazine Web Access Clients

- ✓ Alpha Media
- ✓ Athlon Publications
- ✓ Beckett Media
- ✓ Centofante Group
- ✓ Circ One
- ✓ Coast to Coast
- ✓ CMG
- ✓ Conde Nast
- ✓ Consumers Union
- ✓ D Magazine
- ✓ Disticor
- ✓ DSI
- ✓ Future US
- ✓ Hachette
- ✓ Hard Media Inc
- ✓ Harper's
- ✓ Harris Publications
- ✓ Hearst Publications
- ✓ JK Associates
- ✓ JES Publishing (Boca Mag.)
- ✓ Mansueto
- ✓ Meredith Corporation
- ✓ Modern Luxury Media
- ✓ Multi-Media International
- ✓ Newsweek
- ✓ Northern and Shell N.A.
- ✓ NPS
- ✓ Pro Circ
- ✓ Rider Circulation
- ✓ Rogers Media
- ✓ Source Interlink Media
- ✓ Taunton Press
- ✓ Televisa Publications
- ✓ The Economist
- ✓ Transmedia Group
- ✓ TransAmerican
- ✓ TV Guide Magazine Group
- ✓ Victory Media
- ✓ Wenner Media
- ✓ Yellow Kid Media



## Book Web Access Clients

- ✓ Hachette Book Group
- ✓ Harlequin
- ✓ Harper Collins
- ✓ MacMillan
- ✓ Penguin Group
- ✓ Random House
- ✓ Simon & Schuster



# MagNet Update



- ✓ Transitioned data processing in-house in October 2009
- ✓ New MagNet partners effective January 2010
  - ✓ Brunner News
  - ✓ HDA Inc
  - ✓ Landrum News
  - ✓ Mader News
  - ✓ Newborn Enterprises
  - ✓ North Shore News
  - ✓ Tri-County News
  - ✓ Valley News
- ✓ TNG Central distribution opportunities launched – January 2010
- ✓ MagNet ESP launched – June 2010
- ✓ MagNet Newsletter – October 2010



# Stock Account Analysis



- ✓ MagNet committed to research wholesaler stock accounts and report back at this meeting

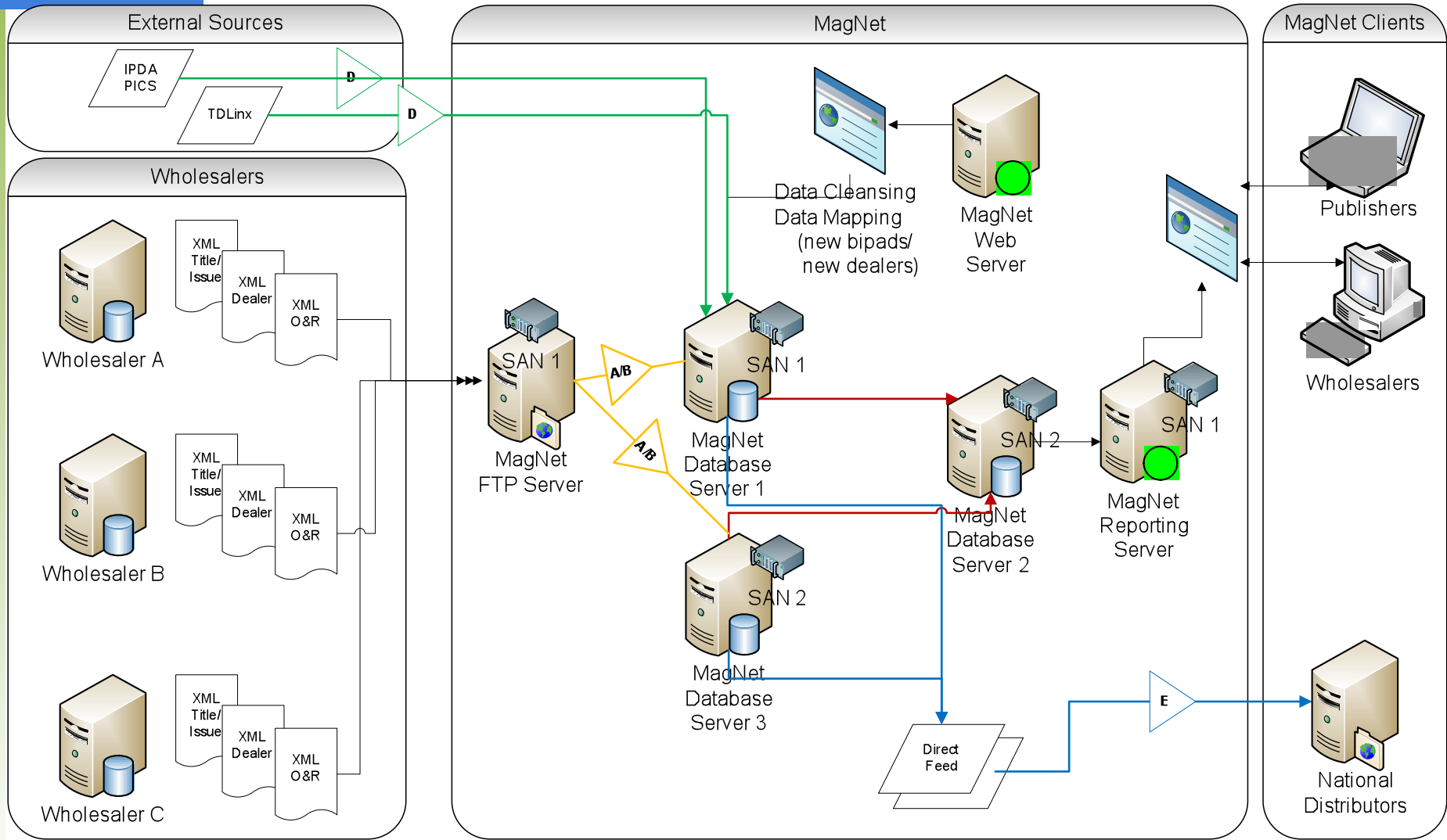


# Wholesaler Data Collected



- ✓ Brunner News
- ✓ Burlington News Agency
- ✓ Fall River News
- ✓ G. Paulson
- ✓ Gopher News
- ✓ Hamilton News Company
- ✓ Harrisburg News Co.
- ✓ H. D. A.
- ✓ Hudson Group
- ✓ Ingram Periodicals
- ✓ La Belle News
- ✓ Lakeport Distributors
- ✓ Landrum News
- ✓ M & M News
- ✓ Magazines, Inc.
- ✓ Mahoning Valley
- ✓ Media Solutions
- ✓ Newborn Enterprises
- ✓ Newsways Distributors
- ✓ Northshore News
- ✓ Ozark News
- ✓ Select Media Services
- ✓ Southern Tier
- ✓ So. Wisconsin News Co.
- ✓ Source Interlink
- ✓ The News Group LP
- ✓ Tri-County News
- ✓ Valley News
- ✓ All Canadian Agencies

# Overview of Process





# Detail on Data Prep Process



- ✓ Data correction utilities - **Daily**
  - ✓ Issue year misclassification
  - ✓ Dealer linking/association
  - ✓ BIPAD linking (bipad change)
  - ✓ Data de-duplication
  - ✓ O/R inconsistencies
- ✓ Master title file
  - ✓ IPDA PICS file update - Daily
  - ✓ Non IPDA PICS titles – Weekly



# Detail on Data Prep Process



- ✓ Support files
  - ✓ New agency codes are confirmed
  - ✓ O/R Rollup vs. bulks vs. accounting data review
- ✓ Exception reports
  - ✓ Linked BIPAD review
  - ✓ Title issue review including analysis of:
    - ✓ Cover Price (PICs Items)
    - ✓ On Sale Date / Off Sale Date
    - ✓ On Sale Period – i.e. On Sale Date not prior to Off Sale Date
- ✓ Feed timing overview



# Data Prep – New Procedures



- ✓ Weekly draw / sale audit
  - ✓ Reviewing draw / sale against historical averages
  - ✓ Miss-coded issue year is common (for non-PICs titles)
- ✓ POS association review
  - ✓ Using MagNet unique ID, ensuring that store link between O/R data and POS system is current
- ✓ New Bulk To O/R to accounting data review
  - ✓ Automated report with exceptions to investigate
  - ✓ Problems caught and fixed with several agencies before feeds are created
- ✓ Cover issue processing – all TNG Atlanta covers
- ✓ Datamann agencies problems & data processing rules



# Members Value MagNet



- ✓ Major members use the MagNet reporting system
  - ✓ TNG, LLP
  - ✓ Source
  - ✓ Hudson
  - ✓ Canadian wholesalers
- ✓ Query studio
  - ✓ Business reviews
- ✓ Distribution opportunities
  - ✓ Bucket reports
  - ✓ Opportunity reports
- ✓ Category management
  - ✓ Benchmarking reports
  - ✓ Authorized lists
  - ✓ Chain/Historical sales



# Report Usage – High / Low



- ✓ Top 5 Reports
  - ✓ Authorized list by title
  - ✓ Target efficiency
  - ✓ Cover analyzer report
  - ✓ POS by issue/day and chain HQ
  - ✓ One title O/R by wholesaler
- ✓ Bottom 5 Reports
  - ✓ MagNet unique ID 3 title comp
  - ✓ Bucket report – 1 Range
  - ✓ Chain score card
  - ✓ Multi-Issue draw sale agency comparison
  - ✓ Authorized list barcode updates



## Reporting Changes 09 → 10



- ✓ Scheduled daily updates of agency data
- ✓ Data integration and analytics
- ✓ Added flexibility with filtering options
- ✓ Category Detail – MN Chain HQ / Div search
- ✓ Base codes and quantities added
- ✓ MagNet unique ID reports
- ✓ Distribution opportunity logic
- ✓ TNG Central distribution opportunities
- ✓ ORPOS Module
  - ✓ Books, magazines, product generic



# Reporting - On The Horizon



- ✓ Store list driven reporting
- ✓ Airport codes assigned to stores for rollups
- ✓ Dynamic bucket reports
- ✓ Current draw analytics
- ✓ Cover analyzer with O/R data
- ✓ Cover analytics - POS
- ✓ Top sales reports by Pub / ND / Cat / Title
- ✓ Book POS chain banner ranking report
- ✓ Comparative reports expansion and consolidation
- ✓ OLAP / multi-dimensional reporting
- ✓ Return flow / newsstand sales estimates
- ✓ **The Focus – Analytics, decision making, & opportunities**



- ✓ Enhanced Services Program (ESP)
  - ✓ More than a “data provider”
  - ✓ Custom reporting
    - ✓ Trends, category, class of trade
    - ✓ Seasonal and ethnicity
  - ✓ Ranking reports
    - ✓ By title
    - ✓ By retailer (HQ or Division)
  - ✓ Efficiency evaluations
  - ✓ Executive summary reporting



- ✓ Enhanced Services Program (ESP) – Cont'd
  - ✓ Promotion management
  - ✓ Competitive market research
  - ✓ New title launch strategy & evaluation



- ✓ Examples
  - ✓ Hearst – seasonal report
  - ✓ Alpha Media – complete distribution analyses
  - ✓ Bonnier – sell through improvements and sales opportunities
  - ✓ Harris Publications – custom distribution
  - ✓ Northern & Shell – Executive dashboard
  - ✓ Taunton – Custom reporting and analytics
  - ✓ Special book reporting



# ✓ Questions



Thank You



*Transforming Data Into  
Information*