



An Introduction to NewsTeam Group



Contents

- An introduction to Newsteam Group
- Working with us
- Subscription & sampling fulfilment
- Sampling products case study
- Subscription products case study
- Bulk distribution
- Customer service
- Testimonials & Partners
- Meet the team



An Introduction to NewsTeam Group Ltd

- NewsTeam Group LTD (NTG) is a UK wide newspaper and magazine delivery company, providing a professional early morning service to over 74,000 addresses across the UK. In Feb 2020, NTG had 24,400 of its own direct delivery customers. At the start of March 2021, this number grew to 46,545. In addition to our own customer base, we fulfil the delivery of subscription copies on behalf of several publishers.
- NTG operates a delivery network consisting of strategically placed distribution and packing hubs; working with several hundred contractor deliverers and partner retailers to maximise national coverage.
- In September 2020, NTG moved into a 5,000sq. ft premises near to Heathrow Airport. This allows for the expansion of its southern base significantly. This is in addition to the Northern Hub, based at REACH's Oldham print site. We have also recently opened our newest hub in Scotland.
- NTG's business model bypasses wholesalers and work directly with news publishers.
- Our primary markets are individual households, retailers and corporations.



Working with us

NTG has continued to grow significantly and consistently by partnering directly with publishers in regional & national newspaper publishing, as well as magazine publishers. Working in direct partnership has allowed us to reduce complicated structures and dependencies, as well as finding innovative solutions for publishers within our audience. This direct to consumer (or readers to you and me) approach allows publishers of all shapes and sizes to benefit from the 3 main advantages of our services.

Service

The most important consideration is audience satisfaction. The ability to guarantee titles, particularly weeklies, will arrive on day A or at most day B, and in line with news stand availability is paramount.

Cost Saving

In most cases, NTG will offer savings of between 25 & 40% on your cost of fulfilment. For independent or smaller publishers this is a key consideration, as the saving effectively drops right to your bottom line, ensuring a profit gain. For larger publishers, we understand that fragmenting your service is not an option, so whilst our network continues to grow towards 100%, we also offer a mailing solution to cover 100% of your subscribers.

Acquisition

A general trend of the pandemic is most publishers have seen a migration of newsstand purchasers to subscriptions. Helping drive this further, we offer sampling as a means to introduce brands to new readers, and direct sales opportunity & fulfilment from there.





Subscription Fulfilment & Sampling Opportunities

- Deliveries are added to an existing distribution network, minimising embedding issues.
- Adult deliverers ensure professional delivery standards.
- NewsTeam managers recruit & train new drivers as well as providing emergency cover.
- Same day response to correct delivery issues.
- Delivery driver mobile app provides time & GPS-stamped coverage of all deliveries.
- Opportunity to expand the title's delivery footprint for same day distribution to anywhere within NTG's network.
- NewsTeam provide an account manager
- Call center to handle feedback



Subscription fulfilment – case study

- A magazine with a monthly subscription volume of 5300
- NewsTeam coverage of post codes showed that 75% or 3975 copies could be HND delivered
- The remaining 25% or 1325 copies are captured in our mailing solution
- This brand was currently paying £1.99 per copy with Royal Mail, meaning a monthly cost of £10,547
- NTG were able to provide a better, faster service, at a total cost of £4,823 per month.
- A total annual saving to the publisher of £68,688



Sampling – case study

- Brand X requested a sampling of 2,400 copies of their weekly title
- The title had a target audience of male, aged 35-60, living in city centres, ABC1 demographic.
- From data analysis of our network we were able to identify up to 9000 post codes within this profile
- Delivered to 2,400 households we sampled these copies at £900
- Delivered with a subscription offer to incentivise new reader acquisition we were able to convert 2.1% or 50 households of the sampling to purchase.
- This provided gross annual revenues of £2,000 to the publisher.



Bulk deliveries

- As we return to a more familiar way of life in 2021, the return of social mobility to both professional and leisure activities will present an opportunity to publishers nationwide.
- Targeting locations & gatherings such as conferences, religious ceremonies, sporting events, hotels & universities could provide opportunities for publishers to distribute and circulate copies of their title.
- NTG have the ability to locate and target locations or events where your target audience are likely to be
- An example would be the return of sporting events or music festivals. Special one-off, or regularly frequency editions can be placed in the hands of your audience in high volumes
- Pricing varies subject to volumes, location and other factors. Please enquire for a quote.



Customer Service

We hold an exceptional track record in providing quality of service, the following factors ensure our standards are continually met with new and existing clients:

Existing Network

Delivery sites are added to existing network, minimising embedding issues.

Adult Deliverers

Adult deliverers ensure professional delivery standards and maximise coverage.

Future Avoidance

Additional coverage of night managers, continual training and recruitment.

Issue Resolution

Same day response corrections to delivery issues.

Delivery Tracking

Ongoing tracking technology, route GPS APP coverage of all deliveries.

99.86%

Delivery Success Rate across total UK drops *(6 month average)*

8:00AM (Mon-Fri) 9:00AM (Sat-Sun)

Latest national delivery times *(1,994,214 total drops in full month of Jan 2021)*



Testimonials & Publishing partners

"Fantastic service, delivering daily papers all through all three lockdowns. Guaranteed whatever the weather. Any queries instantly and courteously resolved."

Sonya Stellar, subscriber Feb 2021

"As a pensioner I have used this company twice over the last year during the lockdown. It has been excellent on all levels. Their customer service team is also excellent, replying to any query speedily and efficiently."

Mary Nelson, subscriber Feb 2021

"We can't praise the news team enough. Come rain, snow or wind our newspaper is delivered every morning early between 4 and 5 am. It's so nice to find something so reliable. Thank you NewsTeam."

Alan & Diane, subscribers Jan 2021

"Early days, so only 4 stars, but infinitely better than our local shop."

R.Howland, subscriber April 2020

Daily Mail

DAILY Mirror

The Daily Telegraph

THE Sun

NATIONAL GEOGRAPHIC

speedway star

DAILY EXPRESS

DAILY STAR

theguardian

OK!

THE PEOPLE'S DAILY Morning Star

AUTOCAR

Woman's Weekly

NewsTeam

Meet the team



Paul Goddard
Head of Client Relations
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Paul leads the NTG client team with a wealth of knowledge and experience gained from 38 years in the industry at WH Smith Wholesale and as Head of Circulation at Northern & Shell.

When Reach PLC purchased Express Newspapers in 2018, Paul joined as Head of Circulation for Express Newspapers and Magazines reporting into the COO. After 27 years with Express Newspapers, Paul took the opportunity to move on and joined NewsTeam in 2020.



Andrew Parkinson
Head of Regional Press
andrew.parkinson@newsteamgroup.co.uk

As former Head of Newspaper Sales at the Manchester Evening News, Andrew has over 16 years of experience in regional press.

Andrew has specialist knowledge in Home News Delivery from his time building & developing the M.E.N.'s Home Delivery Network.



Leza Neport
Client Relations Manager
leza.neport@newsteamgroup.co.uk

Leza has worked in the newspaper and magazine trade for over 20 years.

Starting in wholesale with Dawson News for 12 years working various roles finally working as the Newspaper Sales Manager, before moving on to be the Circulation Manager for the Daily Express and Daily Star for 11 years.



Romano Sidoli
Head of Magazine Relations
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Romano has worked in magazine publishing for over 20 years at IPC Media/Time Inc UK.

As MD of music brand NME he led to brand transformation to a free publishing model which delivered its 65 year highest ABC of over 300,000 copies per week.

