



**EXPERTS
IN OUR
FIELD**

a bespoke service to suit your needs



WARNERS
GROUP PUBLICATIONS PLC





About Us

For over 35 years Warners Group Publications plc have been delivering an effective bespoke 'Total Circulation' service to a large variety of clients, from household names to small independent family businesses.

Warners provides outstanding customer service. Highly skilled and experienced marketing teams work as part of your team to deliver you tangible results, based on your objectives, in a friendly, approachable and transparent way

We provide all services under one roof: Newstrade Distribution, Subscription and Membership management, Direct marketing, Digital marketing, Print and production - choose one, some or all, whatever you are looking for we will be able to create a service to suit you.

As a result of dealing with all the Circulation channels ourselves, we recognise the importance of a strategy that brings them all together encompassing 'Total Circulation'. The best results are obtained when Newstrade (UK and Overseas), Subscription and Digital Edition strategies are interlinked, utilising the strengths of each to support the whole and gain much better results than the traditional 'silo' approach can manage.

Warners are here to help & support you - we understand the challenges that publishing increasingly presents. Being a Publisher ourselves, we experience them on a day-to-day basis. This experience drives our Distribution & Subscription Marketing Teams to evolve, find solutions that work and are successful in the modern ever-changing environment.

We provide Total Circulation advice and support to expand your revenue generation opportunities, enhance your profitability and reach your long-term business goals.

Strategy

- Do your Newstrade & Subscription/Membership strategies interlink and support each other and feed into your business objectives profitably?
- Would you like help with creating and delivering a Print & Digital Subscription / membership strategy?
- Are you looking for improved profitability and efficiency across your Circulation?

Developing a robust long-term Newstrade, Print & Digital Subscription Strategy is imperative for success. Combining all areas of your circulation to produce a thought out omni-channel approach can be overwhelming.

Here at Warners our experienced team will work with you to construct an effective strategy to really drive your business forward. We look at the most cost effective, brand exposing opportunities to increase your sales, improve reach and support profitable life time value (LTV).

A multi-channel marketing plan needs to set out campaigns that span all channels - Newstrade, Print & Digital Subscription - catering to the customer, and tailoring them to fit multiple channels.

Knowing which campaigns on which channels has led to the most sales will enable you to establish the success of your activities and the return on investment (ROI) that particular channel returns. Customers move across channels quickly, therefore your strategy should simultaneously adapt. We carry the necessary analysis to help you form tactical strategies quickly, with sound foundations.

Reader's Digest has been using Warners to manage our subscriptions database and fulfilment for 7 years and they have made it seamless and efficient. Their team has been dedicated to improving our retention rates and increasing revenue, which has had a positive impact on our business. Their expertise and personalised approach have exceeded my expectations and I am grateful for their excellent service and highly recommend them to anyone looking to enhance their publishing and subscription strategies.

Julie Leach, Readers Digest

Marketing

- Can you achieve more with your Digital Marketing?
- Do you struggle with time for Marketing / testing and the associated data analysis?
- What return are you getting from your Marketing and is it enough?

We will spend time with you and your team, to understand your business and your requirements. Then, tailor-make an approach using our knowledge of the industry and experience to build a joined-up Marketing Strategy unique to you but right for your business.

We work with you on a variety of tactics, from print and online ads to targeted email and social media campaigns to showcase the unique value of your publication to entice potential subscribers. The goal is not just to sell a subscription or a copy of your magazine, but to establish a lasting relationship with readers. Providing them with the best experience possible and providing you with a sustainable business, engaged audience and improved life time value (LTV).

Haven't got time to do this yourself? We offer a variety of solutions to suit your needs.

Our focus is creating a seamless and engaging user experience for all. We listen, understand and make it work.

I have been working with Warners since early 2017. I find them very easy to deal with, nothing is too much trouble. They take action and get the job done. I am extremely happy with the service they provide to my members and I would recommend their services to anyone.

Dr Richard Berman QC Correspondence Circle

Reach

- What is the true size of your total audience and how many do you currently Reach?
- How can you expand your Reach effectively and profitably?
- Would you like to know more about your customers and what they are looking for?

Warner's work with all the leading Retailers, 3rd party bureaus and digital partners to ensure your readership is maximised and your brand is accessible to the widest possible audience, not just in the UK, but globally. We can help identify where it makes sense to concentrate your marketing efforts and how to use your resources effectively to ensure the best possible return on your investment.

Using targeted marketing strategies, we can help maximize your online visibility and engage with a broader audience while also encouraging customer migration from paper to digital or paper plus digital.

We can help you understand the analytics that provide insights into user behaviour, preferences, and engagement patterns to get the best from your audience.

Warner's have been distributing Fall Line for nearly 20 years. Specialist magazines have always been a tough gig, but they have stayed pretty resilient over that time. Finding balance between reach and overreach is always tricky and one of the reasons Fall Line is still on the newsstand is because of the sound guidance from Andy and his team at Warners.

Richard Fincher, Fall Line

Warners have managed my magazine's subscription account for 20 years and have secured a steady growth in subscriber numbers during this time. I would recommend their efficiency and initiatives for attracting new subscribers.

Mike Blackmore, Backtrack

Profitability

- Are your Circulation channels profitable?
- Do you have an effective pricing hierarchy to encourage preferred customer behaviour while also improving your return?
- Would you like to boost your profitability while providing readers with instant access across multiple devices?

We understand the many challenges currently being experienced across the industry. One of the most important being – “How do I protect and grow profit in a rapidly changing marketplace and create a profitable, future proof model?”

Magazine subscription profitability hinges on a delicate balance between attracting a loyal readership and managing the associated costs. It's driven by a combination of strategic pricing, user engagement and technological efficiencies. Your dedicated Account Manager will work with you to suggest ways to streamline production processes, Newstrade allocation and manage your memberships and subscriptions in the most cost-effective way possible. Keeping costs low and profits high.

We appreciate that profitability must be at the forefront of our minds if we want our clients to flourish & grow. As publishers ourselves, we know what you're going through and we're in this together.

We are grateful for the support that the Warners team have provided and Natalie Smith, in particular, has gone over and above in sharing her expertise and own time. Warners have their own magazines but in addition support independent magazine publishers like Embroidery and we have benefited from this wider experience.

Helen Miller, Trustee. The textile art magazine Embroidery.

Undecided, here's some comments from our clients

Warners Group have played a key role in the success of our monthly music magazine Electronic Sound since its launch in May 2016. They offer valuable advice on in-store promotions and Subscription campaigns. Their Publishing and Subscription services provide us with detailed data on a monthly basis and their payments to us are always made on time. And on top of that, they're all lovely people too!

Chris, Editor, Electronic Sound.

Warners have undertaken the newsstand distribution of Scottish Islands Explorer for many years and we see them as a trusted and valued part of our team. The staff at Warners are experienced and knowledgeable and always approachable. They are quick to respond to our requests and have always provided valuable ideas and suggestions. I would be happy to recommend them to any publisher.

Fred Silver, Publisher, Scottish Islands Explorer

Since 2018, Sea Breezes Publications has entrusted Warners as our primary newsstand distributor, and the partnership has been nothing short of exceptional. Andy Perry and the entire team have consistently demonstrated a high level of professionalism and dedication to ensuring our publishing needs are met with utmost precision. One of the standout qualities of Warners is their prompt and efficient communication. Having worked with various partners in the industry, we can confidently say that Warners stands out for their exceptional service.

Steve Robinson, Editorial Director, Sea Breezes Publications Ltd

We have used the Warners Group Magazine Distribution service for over six years and find the team supportive, realistic and committed to serving our niche market. Our Account Manager gives sound advice and has helped us build back our retail base post Covid.

A D Young, CEO, The Tablet Publishing Company Ltd

Liz Earle Wellbeing magazine has been lucky enough to partner with Warners over the last few years, working with them over a range of services from printing to subscriptions management. Natalie Smith, our Client Relationship Manager, is outstanding and it's always a pleasure to pick up the phone and speak to her. I wouldn't hesitate to recommend the friendly and professional team at Warners.

Polly Beard, Liz Earle Wellbeing

Let's Talk

01

RESEARCH

Reach out to Andy or Natalie for a discussion about your needs.

We go beyond being a mere one-stop shop!



02

OBJECTIVES

Understanding our clients' objectives is crucial.

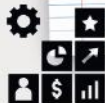
Let's discuss how can we tailor this to benefit both you and your team.



03

ANALYSIS

Using our expertise, and publishing experience. We will delve deep into your publication / membership.



04

OFFER

Effective communication is essential. After discussions about your requirements, we will present a customised proposal to meet your specific needs.



05

ALL SET?

Relocating is not an issue, allow Warners to handle it. Whether you're moving from another agency or from an in-house setup, we guarantee a seamless and stress-free transition.

06

RESULTS

Work with Warners and you'll see results. Experience excellent customer service, a reputable company and to top it all, engage with some really great people.



Warners will Create & Drive Opportunities & Profitability

Contact Andy or Natalie for more information.
You have nothing to lose, and lots to gain.

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We look forward to hearing from you.

