

23 January, 2019

Dear Agent,

We are excited to announce, this February, the Mercury and the Sunday Tasmanian will be bringing you "My Magical Story Collection" from Disney and Pixar.

Disney · PIXAR Disney is the #1 licensed kids brand globally, creating "magical moments for people of all ages".

In partnership with Pixar, their combination of magical story-telling, loveable characters and imaginative adventures continues to ensure the brands are entrenched in the lives of families across Australia.

The 15 part collection will combine

- Best - selling heritage stories, including Cinderella, Beauty and The Beast and The Jungle Book
- the best – selling, recently released story content; Coco and Cars 3
- plus, stories from movies that were released in 2018; Frozen 2 and Lion King

My Magical Story Collection



The first book, The Lion King and Collectors case will be free with the purchase of the paper on Saturday, February 2. The remaining 14 books will be available to purchase for \$2.80 each day with the paper.

With a massive support program planned, the Mercury and the Sunday Tasmanian Magical Story Collection is sure to be another remarkable collection for your customers.

Promotional Support:

We are investing over \$5M (rate card) in advertising support including TV Advertising, Press, Digital, Radio, Outdoor Advertising and Point-of-Sale to ensure the promotion is absolutely unmissable for your customers. The campaign will also be supported within our papers through editorial - where our journalists will engage readers with relevant articles on the Disney and Pixar collection. We are aiming on providing more advertising than ever before with a bigger pre-promote in paper which will commence from Sunday 27th January 2019.

Duration:

Advertising to promote the collection will commence from Sunday 27th January with the collection on sale from Saturday February 2nd.

Offer:

Day 1: FREE The Lion King Book and Collector's Case with the Saturday Mercury.
Day 2-15: \$2.80 per book with the purchase of the Mercury and the Sunday Tasmanian.

Redemption Mechanic:

For your shoppers to participate in the promotion they MUST either:

1. Purchase the Mercury and the Sunday Tasmanian in-store with the book, and/or
2. Present a token at participating outlets.

These redemption mechanics must be honoured by participating agents.

Executional Expectations:

- Pre-promotional Point of Sale (POS) will be delivered to you
- Position POS outside your store, and then along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please contact 1800 NEWS (1800 639700 or newsagents@news.com.au) for any assistance.
- Please ensure you arrange a secure delivery point for the products.
- On receipt of the products, check your supplies on arrival and notify us immediately if there are any discrepancies between the supplies you've received and the quantities on the label.

Subagents:

- We ask that you supply any other newsagency sub-retailers (lookalikes) in your territory.

Title Specifics:

Day	Title	Day	Date	Barcode	Price
1	The Lion King	Saturday	2nd February	9330303003950	FREE* with the purchase of the paper
2	Coco	Sunday	3rd February	9330303003967	\$2.80 + the paper
3	Cinderella	Monday	4th February	9330303003974	\$2.80 + the paper
4	The Incredibles 2	Tuesday	5th February	9330303003981	\$2.80 + the paper
5	UP	Wednesday	6th February	9330303003998	\$2.80 + the paper
6	Alice in Wonderland	Thursday	7th February	9330303004094	\$2.80 + the paper
7	Monsters Inc	Friday	8th February	9330303004087	\$2.80 + the paper
8	Frozen	Saturday	9th February	9330303004032	\$2.80 + the paper
9	Inside Out	Sunday	10th February	9330303004049	\$2.80 + the paper
10	The Jungle Book	Monday	11th February	9330303004056	\$2.80 + the paper
11	Moana	Tuesday	12th February	9330303004063	\$2.80 + the paper
12	Zootopia	Wednesday	13th February	9330303004070	\$2.80 + the paper
13	Cars 3	Thursday	14th February	9330303004025	\$2.80 + the paper
14	Beauty and the Beast	Friday	15th February	9330303004018	\$2.80 + the paper
15	Finding Dory	Saturday	16th February	9330303004100	\$2.80 + the paper

Allocation method:

Supplies for this promotion have been allocated to you based on your historical draws and similar type promotions.

Delivery schedule:

The delivery of Book 1 and collectors case, books 2 – 8 will commence next Tuesday 29th January, books 9 – 15 will commence on Tuesday 5th February.

Standard Returns process:

Returns will be processed using the Online Portal; you can access this via the updated News4Newsagents website.

The web address is: www.news4newsagents.com.au and then follow the links to the My Magical Story Collection. You will also be able to access past promotional returns portals and iServices via www.news4newsagents.com.au

The online returns portal will open on **Sunday, 24th February 2019** and close **Sunday, 10th March**. You will be required to have all returns entered in **before** the closure date.

Invoicing (including commission)

Newsagent commission: 15%

Subagent commission: 7.5%

At the conclusion of the promotion, you will be invoiced based on your net sales (supply less returns).

Invoicing is planned to occur on: **Thursday 21st March 2019**

Extra Supply:

- Please contact the 1800 News Team via phone on **1800 6397 00** (1800 NEWS 00), or via email at newsagents@news.com.au
- There is limited reserve stock available, and as such, replacement orders cannot be guaranteed.
- Note: Extras can only be ordered once initial supply has been received.

We thank you for your support,



Michael Price

Retail Sales