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ABOUT US



Saarbach Team very satisfied with the 2011 DISTRIPRESS CONGRESS in Barcelona

+++From 17th to 20th October the international press distribution branch met in Barcelona for the 2011 Distripres Congress. The Saarbach team was represented by 11 members from the distribution, marketing, logistics and management area. This congress is a unique opportunity to present current developments in a once a year meeting and in particular to cultivate personal contacts to business partners worldwide. dpv and Saarbach presented their latest developments at their joint stand and offered a forum for discussions over coffee and tapas. dpv and Saarbach were delighted at the election of Michael Czedich, Managing Director of dpv Worldwide into the Distripres Executive Committee. Five German members were elected into this committee, which is the biggest country quota.+++

MARKET

Wholesale dispute: Court rules in favour of Bauer – Publisher may dismiss middleman

+++ The Federal Supreme Court (BGH) has just ruled that the Bauer Media Group may dismiss a wholesaler. Bauer is not obliged to continue delivering his press products to this wholesaler in the distribution area concerned. "The "Joint Declaration" did not prevent Bauer from terminating the agreement", according to the BGH: „This means that there will be no legal effects for the publisher, for Bauer did not enter into this declaration and also did not recognise its contents as binding in changing the wholesaler contracts. According to the BGH "The lawsuit could also not be based on the impediment and discrimination prohibition; there was no case for a prohibited discrimination. The fact that Bauer should transfer the distribution of his press products solely to his own wholesale subsidiary did not represent any unfair hindrance. „Every

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company basically has the right to take the distribution of their own products into their own hands and away from independent dealers“, added the BGH: Freedom of the press was not challenged as a result of Bauer’s termination of a wholesaler agreement; instead there was statutory price binding for newspapers and magazines. It is not expected that this court ruling will lead to a dismissal wave of wholesalers by publishers who feel that they are not doing their jobs properly. Indeed logistics and efficiency are just two very good reasons why publishers are unable to handle the distribution of their titles in their own right on a grand scale. +++

New design: Hollmann opens in the Kö Gallery following modernisation



+++The Kö Gallery Shopping Centre, located in Düsseldorf is currently investing approximately Euro 60 million in an extensive modernisation of its three sales levels. Hollmann Press and Tobacco moved to a temporary space within the centre for the duration of the alteration work and after five months has now opened again in its well-known location (facing Grünstrasse.). The completely new designed store now has an elegant look, which customers know from the Hollmann shops at Düsseldorf Airport. The noble

highly polished black and white furniture underlines Hollmann’s claim as a premium retailer specialising in newspapers, magazines and tobacco and cigars. Along with a broad press range of almost 2,500 titles and lottery/football sweepstakes, cigars and high quality accessories for smokers are the calling card of the store. Hollmann Buch & Presse boasts four branches in Düsseldorf’s city centre and 6 sales outlets at the airport. Daniel Seidl is managing director. +++

SCHLECKER drugstore chain sells dailies

+++ The Schlecker drugstore market chain is getting into daily newspaper sales and according to dnv-online is testing 4 titles in approx. 1,000 branches in Hamburg, Bremen, Schleswig-Holstein and Lower Saxony. This test is to run until March 2012, said Frank Hoffman, Marketing Management of the Federal Association of Press Wholesalers. Branches registering good sales of dailies would then receive a selection of newspapers and magazines presented on a meter long shelf, while the newspapers would be removed from the remaining sales outlets. Over 30 Schlecker



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branches had stocked a press range prior to the test. Schlecker currently has over 8,000 sales outlets in Germany. +++

PUBLISHERS

German newspaper publishers expect a turnover plus

+++ According to the current autumn survey carried out by the VDZ (Association of German Magazine Publishers) magazine publishers are experiencing an improvement for the second year in succession. The association estimates that this year's turnover in the magazine branch will increase by 1.4% to Euro 7 billion. The number of employees has increased by 2% to 33,000. 10 member publishers of the VDZ participated in the survey. Publishers are expecting more turnover growth for the coming year, but at a lower level than in 2011. The sector's main growth drive is the digital range offered. By 2014 the internet-based business will amount to 11% of the turnover and 15% with consumer magazines. The turnover share of the classic advertisement and distribution proceeds will drop from currently around 80% to around 70% in 2014, according to the VDZ. There has been a positive development in the consumer magazine section according to Wolfgang Fürstner, VDZ's CEO, with the number of consumer magazines reaching a record high of approximately 1600. +++

Showdown at "France Soir": Online replaces print



+++ Big changes on France's media scene: The traditional paper "France Soir" is the first newspaper in this country to discontinue its printed edition according to recent unanimous media information. Starting December, there will be an electronic version only. To date there has been no official confirmation, although the team has already gone on strike prior to the expected announcement of plans, with the result that the newspaper did not come out on that day. The French media estimate that the cancellation of the printed edition will result in the loss of 89 of the 120 jobs. The paper has belonged to the Russian millionaire Alexander Pugatschow since 2009. At its peak in the fifties, "France Soir" boasted 1.5 million sold copies. Today, despite a re-launch, sales are less than 70,000 copies, with a downward trend. The paper is registering a loss and is already under creditor

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protection. This procedure is not new in France. The financial paper "La Tribune" discontinued its printed edition for two weeks on a trial basis back in the holiday month of August and was only available online. The media group "Le Monde" Media Group is also announcing new online activities in association with the US online paper "Huffington Post". It plans to put a French edition onto the Internet before the end of the year, which combines the editorial articles of the paper with blogs and articles from the influential "Huffington Post". +++

“The Independent” starts Paywall for US readers



+++Following the discontinuation of the distribution of the printed edition of THE INDEPENDENT abroad at the beginning of the month, this British daily is now relying on digital media to generate new distribution proceeds. In the course of the current re-launch of THE INDEPENDENT.co.uk website a pay limit was introduced for readers in the USA and Canada, while the site remains freely accessible to all users in Great Britain and other countries. Almost half of the paper's online users are abroad. THE INDEPENDENT is also launching an iPad App for a monthly rate of £19.99 (Euro 23), which is twice as much as the new iPad App of its competitor THE GUARDIAN. Exactly one year ago THE INDEPENDENT, which belongs to the Russian oligarch Alexander Lebedew, started a compact version of the regular printed edition entitled "i", to increase the printed circulation. +++

“The Independent” and „Evening Standard“ combine editorial departments



+++ The British newspapers “The Independent“ and “London Evening Standard“ will be cooperating much more closely in future. Both belong to the Russian billionaire Alexander Lebedew. To begin with, the sports and financial editorial departments will be combined, which will cost 20 editors their jobs according to British media. A statement issued by the 2 papers said: 'This is a constructive step, which will help maintain high, journalistic standards and lower costs.' The editors-in-chief of both newspapers promised to maintain the identities of the papers. +++

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Not bad: "Brigitte Mom" to come out twice in 2012



+++ Another “baby” for Gruner + Jahr: Next year, the publisher will bring out two issues of the “Brigitte Mom”, the “Brigitte” spin-off, launched in September: one in the spring and another in the autumn. Publishing manager Felix Friedlaender said at a recent press conference that sales of the first issue (which will be in the shops until December) are currently 70,000 copies. “Brigitte Mom” addresses mothers and mothers to-be, but sees itself as a woman,s and not a parent magazine. To underline this, the cover presents a cheerful young woman rather than a chubby baby.+++

Better than the market: Top 10 retail sale magazines

+++ Retail sales of the top ten magazines in this category were more stable than the overall market during the first six months of 2011 compared to the same period last year. While press wholesalers registered a 3.2% turnover loss for the first six months, titles ranging from DER SPIEGEL to HÖRZU developed considerably better with a loss of 1.2% only. The fact that at least five of the best selling magazines registered a plus compared to 2010 and the same number registered less sales than last year contributed to this. BILD DER FRAU registered the highest price increase and the highest sales increase during the first six months of 2011. The only newcomer in the Top 10 is HÖRZU, although TV guides lost almost 5% of sales. The big magazines therefore did better than the Top 100 titles, which lost 3.3% sales during the first six months of 2011. +++

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Germany's Top 10 retail sale magazines (1st six months of 2011)

Order of ranking	Title	Turnover in million Euro	Proportion (in %)
1	DER SPIEGEL	34.3	0.8
2	TV 14	26.3	0.2
3	STERN	25.6	5.7
4	BUNTE	24.4	-4.5
5	FREIZEIT REVUE	23.8	-3.3
6	AUF EINEN BLICK	23.2	-6.6
7	NEUE POST	22.8	0.8
8	BILD DER FRAU	22.3	10.4
9	TV MOVIE	20.4	-5.0
10	HÖRZU	17.5	-4.7

BILD brings savings coupons onto the market

+++On 8th November, Axel Springer launched a coupon book onto the market entitled BILD SPARSCHEINE (BILD SAVINGS COUPONS). For Euro 9.90 this small book offers 21 coupons from so-called "Top Providers" valued up to Euro 600, access to 10,000 further online and mobile vouchers and an editorial section with savings tips for the stationary and Internet trade. The coupons come in practical 5er displays and receive advertising support from BILD and BILD AM SONNTAG. The coupon wave - boosted by Internet offers such as Groupon etc. is growing. Regional and local coupon books, such as GÜNSTLING have been enjoying rapid retail sales for some time now. PRINZ Magazine published by Jalag also relies on the special-offer mentality of the Germans and has introduced a coupon section in the course of its re-launch. +++

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E-MEDIA

How newspapers are leading print into the future

+++As the main source of income, newspaper publishers must position the contents and prices of their printed products in such a way that they are not substituted by Apps, E-Papers and E-Reader editions. The lion's share of publishers' proceeds continues to be the printed product – despite the drop in sales. While digital media are registering rapidly increasing user figures, editorial contents are hard to sell. Websites are not suitable as a paying medium and do not generate sufficient advertising income to be able to refinance the additional editorial expenses. Apps are regarded as the proceeds source of the future, but have to date only been a niche market and it is all the more important to strengthen the relevance of the printed newspaper in this market environment. The latest edition of DNV provides an overview of the strategies of national newspapers on leading print into the future. +++



Sources: dnv-online 1.11.2011, 7.11.2011, kontakter.de 03.11.2011, horizont.net 24.10.2011, 3.11.2011 kress 8.9.2011, 9.11.2011. PZ online 12.09.2011, Presse Fachverlag 2011, Handelsblatt 04.11.2011, w&v 11.10.2011, FAZ 4.11.2011

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