



## The SMART Guide to Magazine Security for Printers

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The Professional Publishers Association (PPA) is the trade body for magazine publishers with an express remit to promote and protect the sales of magazines for its publisher members as well as supply chain partners. There is concern within the industry that there are leaks within the supply chain which allow unauthorised sales of magazines at car boot sales, market stalls & via the internet.

One of the roles performed by the PPA is to offer support and advice to the industry. The security of magazines is extremely important, and the PPA is working together with publishers and distributors within the supply chain to ensure leaks are minimised.

It is vital, wherever possible, to reduce the opportunity for leakage and stop opportunists from gaining access to magazines that have not been paid for through the normal distribution network.

*Can you confidently demonstrate good practice e.g. documenting overs, security of stored copies and an audit trail for disposal?* Let us know if you need any advice or guidance.

The recommendation from the PPA for Printers is as follows:

- **Production files should be held securely**
- **Over-prints need to be stored in a secure area eg locked or with CCTV**
- **Check and log accurate over-print volumes**
- **All volumes required for extras via carriers or waste should be signed out and stock balance updated**
- **All waste should be consigned to a secure waste disposal company with a written contract to guarantee the disposal/recycling of all waste**
- **Vehicles collecting waste should be secured on departure by padlock or numbered plastic tags.**
- **Collection details including destination and time of departure should be documented.**
- **All recycling waste to be guillotined or made un-saleable prior to disposal**
- **All staff should be made aware of the implications of magazine product falling into the wrong hands**

PPA is very keen to understand the steps you are taking to ensure magazine security so that we can assure publishers. Additionally, any feedback and comments on this SMART Guide would be much appreciated at: [retail@ppa.co.uk](mailto:retail@ppa.co.uk).