Increase your magazine sales by getting involved



What is Just ask?

- An industry initiative to drive more sales by encouraging consumers to order magazines and newspapers
- A recognised brand for promoting Shop Save and Home News Delivery for retailers
- A communication tool to highlight the breadth and depth of magazine titles that are available to consumers

Why support Just ask?

- Drives magazine and newspaper sales
- Promotes loyalty and increased customer numbers
- Enables you to effectively increase the range of titles sold
- Creates a point of difference over other retailers

How can you get involved?

Display the enclosed Point of Sale material in your shop to maximise awareness of 'Just ask' and talk to your customers to encourage them to sign-up in store





For further information call the PPA on 020 7400 7529 or email retail@ppa.co.uk