



***Gordon & Gotch***  
A PMP GROUP COMPANY

# Retailer Handbook

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## About Gordon & Gotch

Gordon & Gotch is New Zealand's largest magazine distributor, with over 110 years experience in the distribution and marketing of printed media. Gordon & Gotch is New Zealand's only full service retail management and distribution business and is free of any publishing interests, maintaining our independence. We offer expertise in allocations, marketing, merchandising and distribution of magazines, to supermarkets, book stores and other retailers throughout New Zealand.

We will work with you to help you maximise sales of this exciting, no-risk product.

## Benefits of Magazines

- Sale or return - therefore no risk to you
- High stock turnover as magazines are frequently purchased
- 25% gross profit - high return on investment
- Appealing and exciting product which is continually changing
- Magazines bring customers into your store by driving return shopping trips
- Extensive range of product means there is something to appeal to every customer
- Magazines are supported by promotional activity offering great value to your shoppers
- Magazines often carry advertising for products sold in your store thereby stimulating demand
- Magazine purchasers are likely to be affluent, educated professionals and influencers

## How to Open an Account with Gordon and Gotch

You need to print a copy of our Application Form and complete it. The form can be found at <https://www.gordongotch.co.nz/uploadfiles/GAGCreditApp.pdf> and send this to our accounts team.

Gordon & Gotch Accounts

PO Box 76 255

Manukau City 2241

A \$500 deposit is required to open an account and confirmation of this deposit needs to be emailed to [comms@gordongotch.co.nz](mailto:comms@gordongotch.co.nz)

## Gordon & Gotch Titles

A copy of the Gordon & Gotch Top 50 magazines can be found on our website. From time to time you may be allocated other titles. This is determined by a number of different factors such as sales in similar stores, geographic location or sales of other titles in your store.

## Searching for Gordon & Gotch Titles, Recall or On Sale Dates

You can also search for any Gordon and Gotch current or future titles from here

<https://www.gordongotch.co.nz/Title/Index>. Just enter part of the title in the search box or even the barcode.

**Category:**

Select...

Show **10** entries

Search:

Title (Code)	Issue (Code)	RRP	On Sale	Recall	Barcode
Down Under Textiles (448315)	#9/ 2012 (100)	11.95	7/02/2013	1/04/2013	875844000161
.Net (Practical Web Design) (233695)	January (370)	24.20	14/02/2013	18/03/2013	9771365497057
.Net (Practical Web Design) (233695)	December (365)	24.20	17/01/2013	18/02/2013	9771365497057
10 Men ~ Air (899430)	NO. 33 (110)	29.99	14/02/2013	8/04/2013	9771463076840
10 Men ~ Air (899430)	NO. 32 Winter/Spring (105)	29.99	15/11/2012	7/01/2013	9771463076840
10 Ten Women Magazine~Air (899420)	NO. 46 (105)	29.99	14/02/2013	8/04/2013	9771463076949
10 Ten Women Magazine~Air (899420)	NO. 45 Winter/Spring (100)	29.99	15/11/2012	7/01/2013	9771463076949
125 Magazine (202902)	NO. 21 (145)	29.99	23/05/2013	15/07/2013	9771479560029
125 Magazine (202902)	NO. 20 (140)	29.99	22/11/2012	14/01/2013	9771479560029
200 Pocket Crosswords (239670)	NO.8 (135)	5.95	21/03/2013	29/04/2013	9772044547001

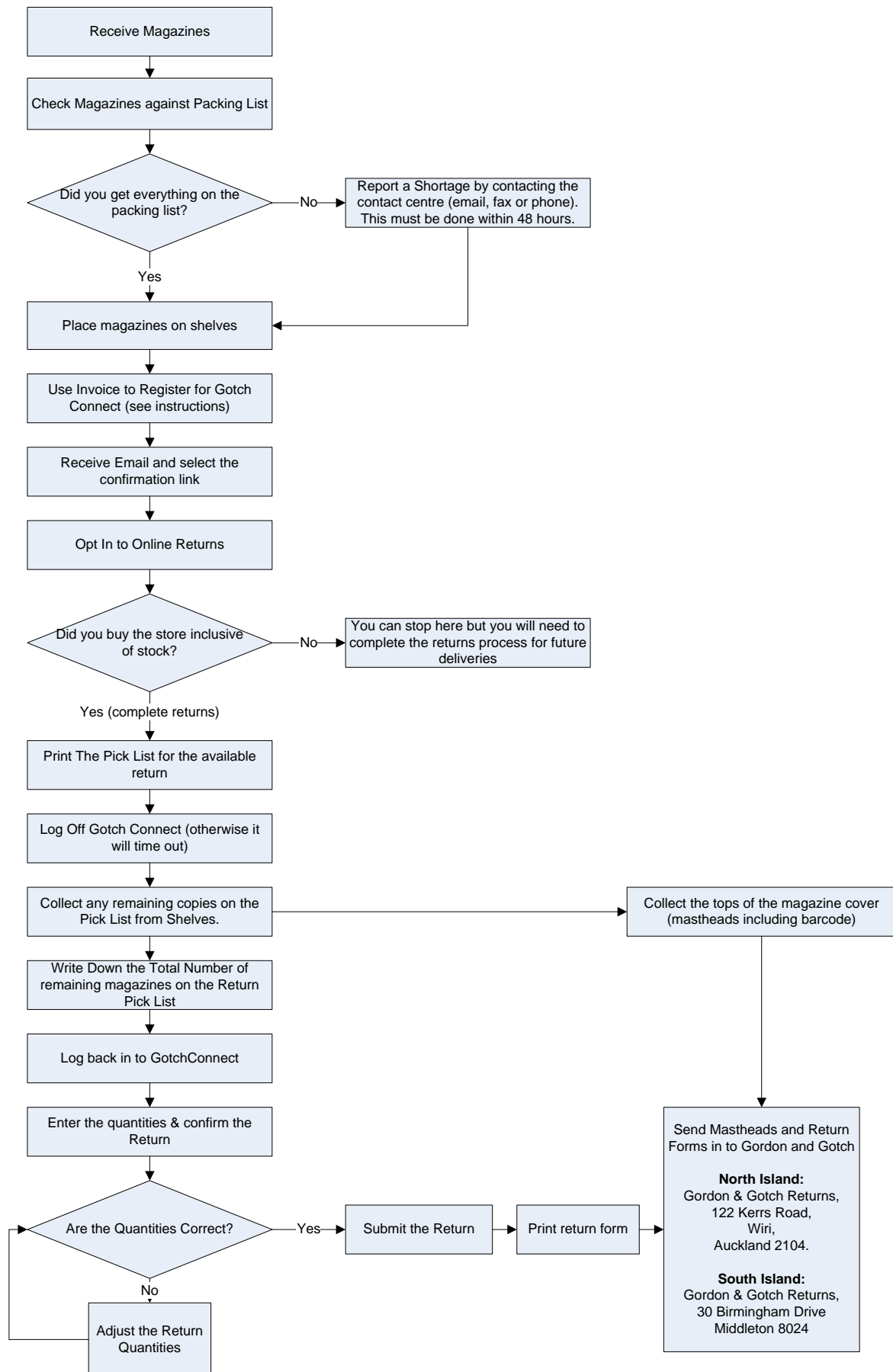
Showing 1 to 10 of 3,987 entries

## Gordon & Gotch Delivery/On Sale Days

Gordon & Gotch stock is due on the days as per the below table. If you don't receive your deliveries by 10am on the on sale day, you need to report the non-delivery to the contact centre by email ([thecallcentre@gordongotch.co.nz](mailto:thecallcentre@gordongotch.co.nz)), fax (0800 186 640) or phone (09 979 3018). Reporting of delivery shortages must be complete within two business days of the on sale date.

	Monday (Sundays in Auckland)	Thursday	Friday
<b>Magazines</b>	Yes	Yes	No
<b>Best Bets/Turf Digest</b>	Specials Only	Yes	No
<b>Informant</b>	No	No	Yes

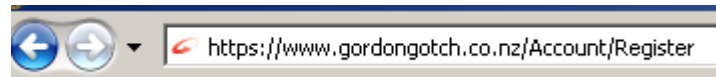
# Your First Delivery




## How to Register for GotchConnect


1. Go to your computer, ensure you are connected to the internet, and from your internet browser type in the following web address [www.gordongotch.co.nz/Account/Register](https://www.gordongotch.co.nz/Account/Register) into the Address Bar and

press 'Enter' on the keyboard.



2. The below webpage will appear. You need to complete all the boxes.



[Title List](#)
[Login](#)
[Register](#)


*Fishing Coast to Coast Issue 66*  
The Recall date of this issue has been extended until 20 August. This is due to a delay with Issue 67.

[Home](#) | [About Us](#) | [Our Services](#) | [New Publishers](#) | [Forms and Guides](#)

### Register a new user account

Create a new user account by entering Login, Contact and Outlet details. Make Login details unique.

**Login details**

User Name

Password  (The password must be 6 characters or more)

Repeat Password

**Contact details**

First Name

Surname

Phone Number

Email

Repeat Email

**Outlet details**

Outlet Number  If Outlet No. entered User Account will be created

Invoice Number  By entering valid recent Invoice's No

Invoice Date

**Login Details**

**User Name:** You can make this up but must be unique, this is what you will use to Login to GotchConnect with

**Password:** The Password must have 6 digits or characters.

**Repeat Password:** Re-type the password

For example the User Name could be 'maryj4sq' and the Password could be 'secret'.

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**Contact Details**

These are the contact details for the website login only and will not change any other contact information on your Gordon & Gotch account .

Ensure you have access to the email address as a confirmation email will be sent to the one entered.

---


**Outlet Details**

This is for security reasons and is easier if you find a recent invoice.

The information needed is on the right of the document, above the invoiced information.

[Getting Started](#) | [Help](#) | [Contact us](#)

1.0.4512.32091 | © 2012 Gordon & Gotch | [Terms of use](#) | [Privacy policy](#)



3. When you have filled in all the boxes click on the Register button.

4. After clicking on Register you will get a new screen confirming successful registration. You will also get a confirmation email which you should follow to complete the process.
5. The email you receive will have a link for you to complete the registration process.

Thank you for registering with GotchConnect. To complete the registration process, please click the activation link below.

<https://www.gordongotch.co.nz/Activate?id=5519b90-9bgf-ba54-a091009f9dd6&outlet=123456>

Please note this link will expire tomorrow evening, after which you will need to contact a Gordon & Gotch Customer Representative on (09)979 3018 to complete the registration process.

Please do not reply to this email as it has been automatically generated and the mailbox is not monitored.

Thank you for using GotchConnect.

6. Click on the link (blue writing), you will go to the Registration Successful page, this will include the form for you to confirm you are ready to undertake online returns. Click the tick box on all of the options, then press save.

**Registration successful! User Account activation is complete.**

Login 'Karlo123' has been activated and is now logged in to the Gordon & Gotch Connect secure areas.

Please take this opportunity to sign-up for Online Returns. You can review the benefits in the Sign-up section below.

---

**Sign-up for Online Returns**

Please review the below check list and tick all the boxes then click the Save button to activate Online Returns for your Outlet.

I have a working printer and I can print to it from the computer/s I will be using to view the Gordon & Gotch Connect site.

I have Adobe Reader (or compatible PDF reader) installed on the computer/s I will be using to view the Gordon & Gotch Connect site.

I understand I will still need to print and send in the return sheet with my returns.

I would like to opt-in to Online Returns to receive the following benefits:

- Your return requests will be processed overnight and credits lodged against your account the next day.
- You will be able to see the return's credit value you will receive as you are processing the return.
- Zero risk of return requests getting lost now that it's electronic.
- No risk of missing/forgetting to complete a return sheet as there is a process to ensure you cannot process the next return until you have completed the oldest.
- All unprocessed returns are able to be viewed.
- All previously submitted returns are able to be viewed.
- The return form will show you the net balance available to claim - if you have previously been credited for short deliveries etc. these will show as already being deducted.

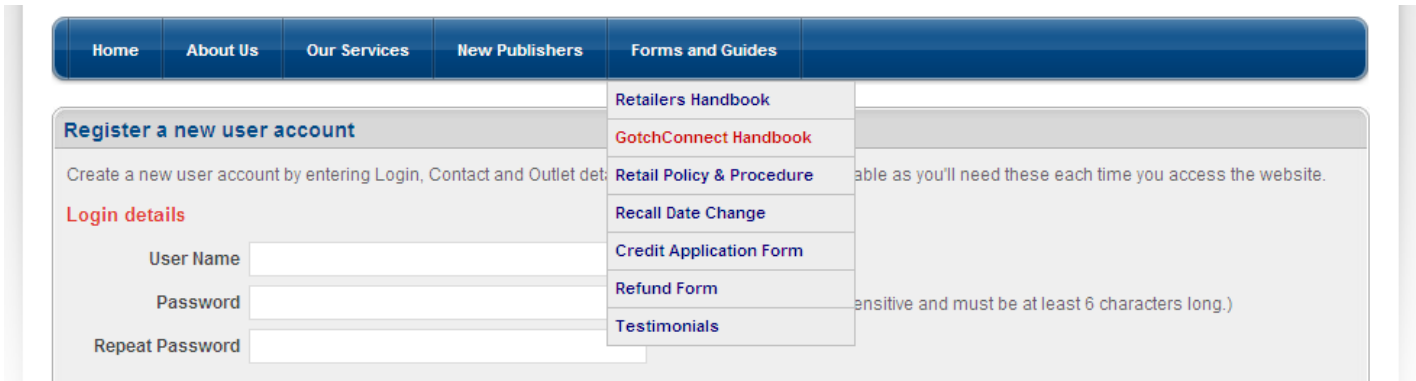
7. Now you can access your invoices, search titles or place extra orders online. Just login each time using the username & password you chose when completing the Registration webpage, for example; maryj4sq & secret.

Once you have Signed Up to receive your Returns on-line you will see them appear on the Home Page. If you sign up:

- ✓ Monday or Tuesday you will have your first return available the following Monday.
- ✓ Wednesday, Thursday, Friday or Saturday you will have your return available the Monday after next.

This means if you signed up on Tuesday, 7 August 2012 your first online return would be available Monday, 13 August 2012. If you signed up on Wednesday, 8 August 2012 your first online return would be available on Monday, 20 August 2012.

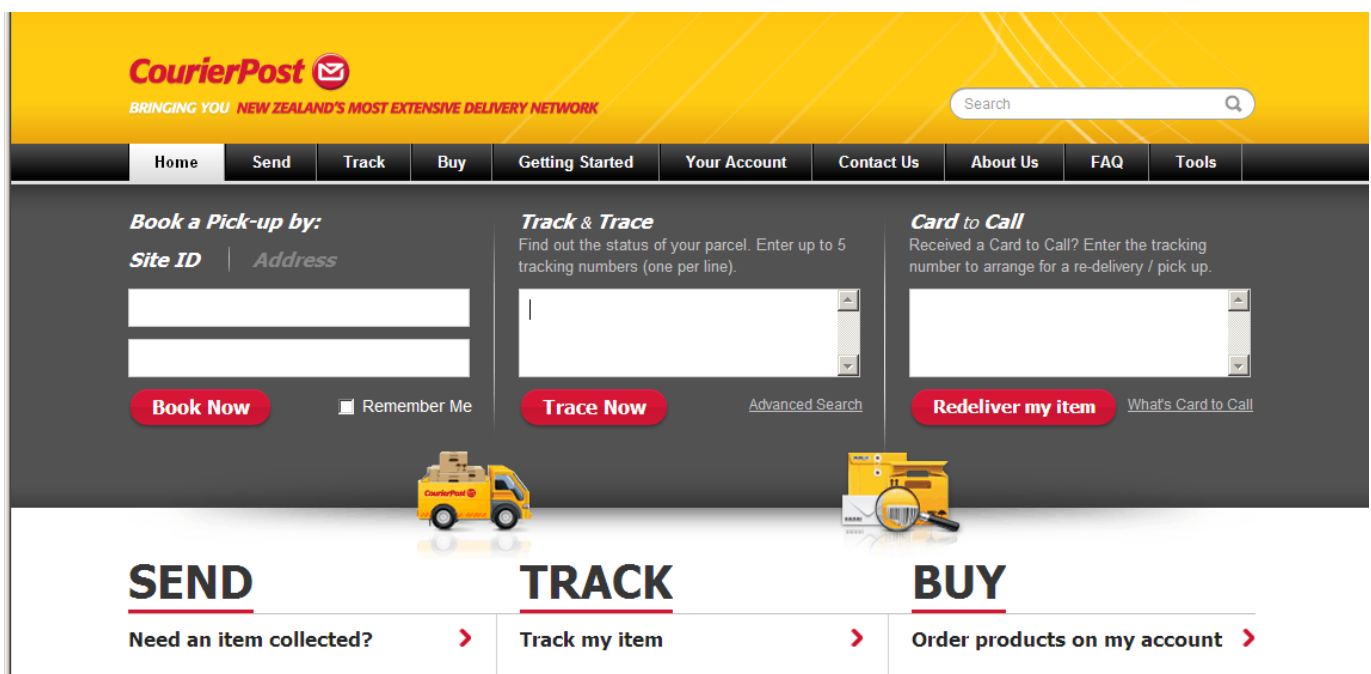
If you are stuck at any point, you can access the GotchConnect Manual under Forms and Guides or contact the Gordon & Gotch Call Centre.



The screenshot shows the website's navigation bar with 'Forms and Guides' selected. A dropdown menu lists several documents: Retailers Handbook, GotchConnect Handbook, Retail Policy & Procedure, Recall Date Change, Credit Application Form, Refund Form, and Testimonials. Below the navigation, there is a 'Register a new user account' section with a form for 'Login details' including fields for User Name, Password, and Repeat Password. A search bar is visible in the top right corner.

## Tracking Deliveries

If your store is outside the Auckland Region, your magazine parcels (not Informant or Best Bets/Turf Digest) can be tracked using your invoice number. Just visit [www.courierpost.co.nz](http://www.courierpost.co.nz) and enter your invoice number in the 'Track and Trace' box then press 'Trace Now'.



The screenshot shows the CourierPost website interface. At the top, there is a search bar and a navigation menu with options like Home, Send, Track, Buy, Getting Started, Your Account, Contact Us, About Us, FAQ, and Tools. Below the navigation, there are three main sections: 'Book a Pick-up by:' with fields for Site ID and Address; 'Track & Trace' with a text input for tracking numbers and a 'Trace Now' button; and 'Card to Call' with a text input for tracking numbers and a 'Redeliver my item' button. At the bottom, there are three large buttons: 'SEND' (Need an item collected?), 'TRACK' (Track my item), and 'BUY' (Order products on my account).

If you are in the Auckland Region or it is a Best Bets/Turf Digest or Informant Delivery, you need to contact our contact centre to track.



## Shortages

We have sophisticated warehouse technology and quality control that keeps errors to a minimum. However, on the rare occasion when a discrepancy occurs (that is, any difference between what your invoice states you were to receive and the actual quantities you have received) please contact us.

### **ALL DISCREPANCY CLAIMS MUST BE MADE WITHIN 48 HOURS OF SCHEDULED DELIVERY**

We will need your;

- Name
- Customer Number
- Invoice Number
- The discrepancy (ie: title, issue and the problem)

Online: Logged in to Gotch Connect, Go to the Retailer Tasks Menu and select Shortages.

Email: [thecallcentre@gordongotch.co.nz](mailto:thecallcentre@gordongotch.co.nz)

Call: 09 979 3018

## Gordon and Gotch Flyers

Any important communications are communicated to you via a flyer in your bundles or via email. Watch for these as they will advise you of arrangements that will impact your store such as changes in delivery arrangements around statutory holidays.

## Packing Slips

These are sent along with the bundles on each delivery day. They detail what you will receive in your delivery for that day.

## Invoices

You will receive these along with your bundles on each delivery day. These will detail the dollar value and recall date for each magazine you receive on this delivery day. A copy of these can be found online.

## *Invoice Abbreviations*

On your invoices you may from time to time see some abbreviations beside the titles. These have the following meanings:

<b>CR (Credit)</b>	A magazine marked CR has become unavailable. CR stands for credit and that the title will be credited to your account.
<b>TF (To Follow)</b>	<p>A magazine marked TF, “To Follow”, has at short notice become unavailable at the time of packing. It will be forwarded on arrival into our warehouse with your first possible delivery. Please do not report this as a discrepancy.</p> <p>TFs only occur when a publisher or printer has failed to meet a promised deadline. We take every precaution to prevent these occurring.</p>
<b>FS (Firm Sale)</b>	‘Firm Sale’ magazines are marked FS. These magazines are supplied at retailer request only and are not returnable. That is, you cannot return them for a credit.
<b>Packing Slip</b>	On occasions, to meet certain on-sale deadlines, it is necessary for titles to be sent with only a packing slip. This happens when there is insufficient time available to produce an invoice.
<b>F</b>	Full Copy
<b>C</b>	Cover Only
<b>RET</b>	Returns Credits
<b>RAD</b>	Return Adjustment Credit
<b>Discr</b>	Discrepancy Credits
<b>SRC</b>	Supplementary Returns Claims
<b>PF</b>	Full Copy Preferred

## Extra Orders

You can order extra copies of magazines you normally receive on GotchConnect. Once logged in to Gotch Connect, go to the Retailer Tasks Menu and select Extra Orders. This will apply a one off extra amount.

If you do not normally receive the magazine, you will need to make contact with our contact centre by phone or email of your requirements.

Situations where this commonly occurs is

- Special issues
- If another store locally closes and you have more customers
- Customer request

Please indicate whether your request is for a new title, firm-sale or temporary increase/ decrease.

***Please always quote your outlet number.***

***This ensures you are not confused with another retailer with a similar name.***

## Allocated Magazines

We use a sophisticated computerised allocations system, overlaid with manual input to ensure we supply you with the quantity of magazines which will maximise your sales.

After you have been trading for a period of time automatic analysis of your sales will start and quantities will adjust, in line with your sales. If you would like a magazine included, excluded or changed you will need to make contact with our contact centre by email. You can look up whether Gordon and Gotch Distribute a magazine by using the title list on GotchConnect - <https://www.gordongotch.co.nz/Title/Index>

Please outline details of the change including your outlet number, the title name and the title code of the applicable title.

## Change of Ownership

If you sell your shop, we would appreciate being advised of the change of ownership as early as possible. This is to ensure the transition to the new owner and the finalisation of your account goes smoothly.

The information we require is as follows:

- 1) Customer Number
- 2) Change-over Date i.e. the first morning for the new owner in the shop
- 3) New owner's full name
- 4) Forwarding address for outgoing owner

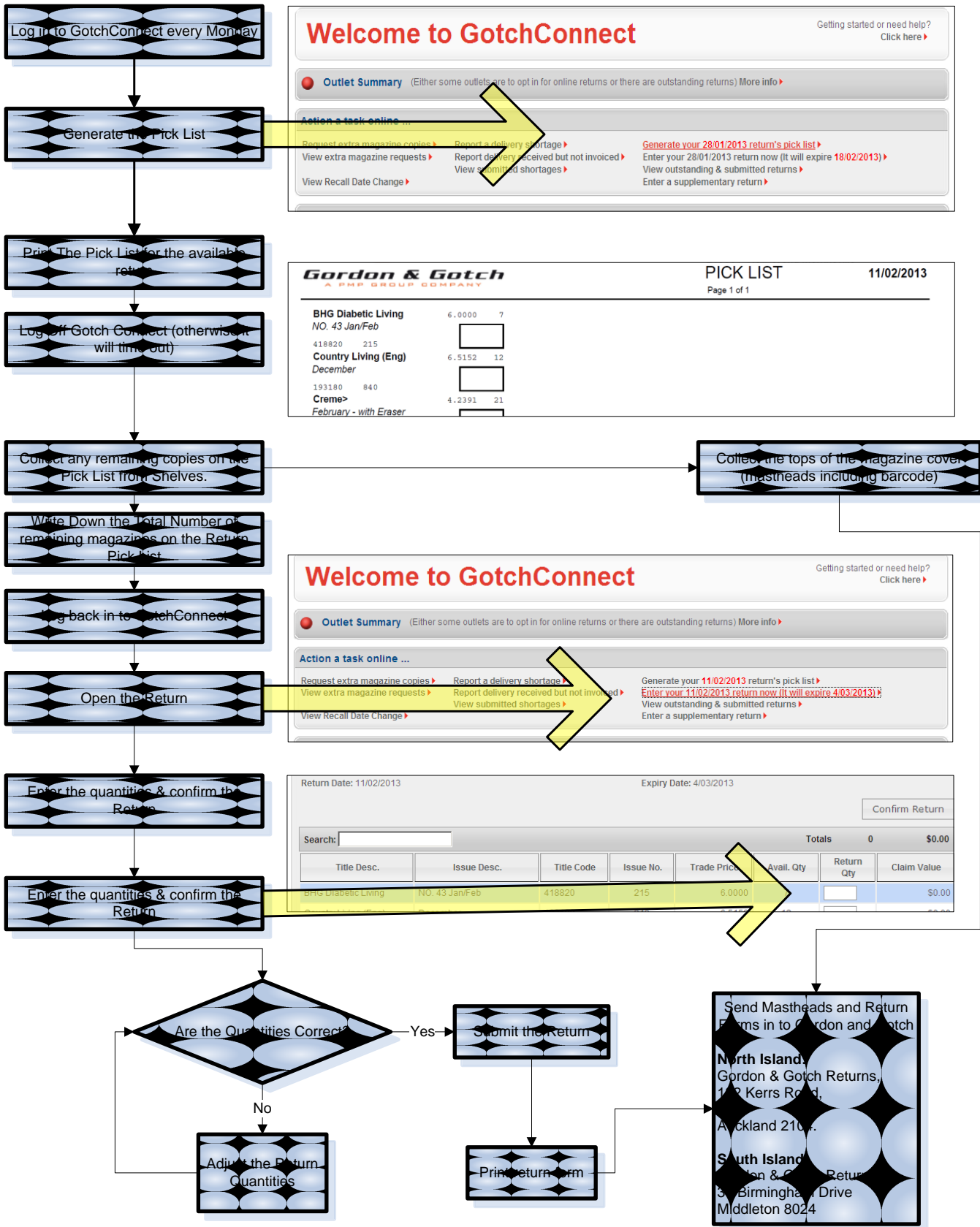
The new owner will be required to complete a New Account Form see the details on [page 3](#).

## Returns

Magazines are recalled on a Monday and each Monday a return sheet becomes available online (see the flow chart below or GotchConnect Manual to see how to complete these). The recall date is the date the magazine should be taken off the shelf and is determined by the publisher. On this date all magazines listed should be removed from the shelves and the return completed.

Returns Sheets should be completed even if you have nothing to return i.e. you have Sold Out. It is the retailer's responsibility to return the mastheads to us and for Health and Safety purposes, please keep all parcels under 12kg.

# The Return Process



## Masthead Return Process

There are four ways to get your returns back to us:

1. Organize your own courier service.
2. Drop off at G&G warehouse location (Auckland Only).
3. By Post  
Gordon and Gotch Returns  
PO BOX 97359  
SAMC 2240
4. By CourierPost using a “G&G Returns” ticket – purchased from CourierPost.

If you wish to use the Gordon & Gotch CourierPost ticket you will need to follow this process.

**STEP ONE:** Call CourierPost to order a book of tickets 0800 COURIER (0800 268 743) – Option 3 – Option 1.

**STEP TWO:** Order a book of 10 tickets (“Gordon & Gotch Returns” ticket: Code CPTPO.)

Use Account Number: 91025737

**STEP THREE:** Quote your G&G Customer Number. You will not be issued tickets without this.

Please provide your delivery address as the tickets will be couriered to you.

**STEP FOUR:** Address and ticket your parcel to the following physical addresses:

North Island: Gordon & Gotch Returns,  
122 Kerrs Road,  
Wiri,  
Auckland 2104.

South Island: Gordon & Gotch Returns,  
30 Birmingham Drive  
Middleton 8024

**STEP FIVE:** Phone CourierPost (0800 COURIER – 0800 268 743) to arrange collection.

Please Note:

- One ticket per parcel up to 5 kg.
- You will be charged \$27 + GST for your book of tickets on your next G&G invoice.
- The ticket is to be used only for G&G products. Each ticket is traced to destination.
- Service may be suspended if we identify misuse of the courier account.

## **Supplementary Returns**

After your return is complete, you may find a magazine that has been missed. At this point you complete a Supplementary Return for that magazine. You can only undertake this within three weeks of the recall date. See the GotchConnect Manual to see how to complete these.

## **Minimum Order Surcharge**

Due to increasing distribution costs, we reluctantly have to implement a minimum order surcharge for small orders.

### ***How to overcome the minimum order surcharge:***

“Extend your title range with some new titles from within G&G Magazine portfolio”

Work with us to increase your order value by ordering a couple of new exciting titles from the Gordon & Gotch range. Three or four copies of a monthly magazine will increase your invoice by approximately \$20.

### ***How could this affect you?***

Over a three month period we will calculate your average invoice amount.

If your average invoice amount is \$30 or less, you will be charged a minimum order surcharge of **\$7.50 per invoice.**

The minimum order surcharge will apply to all invoices received during the month.

A separate invoice will be created for minimum order surcharge and will be sent with your statement.



## Credit Notes

Copies of these are included with your monthly statement but at any time a copy of these can be found online. Credits for returns or shortages can take up to 48 hours to appear.

## Statements

Gordon & Gotch Statements are available online from approx 10<sup>th</sup> of each month. You will receive a hard copy if your account is in debit i.e. owes Gordon & Gotch money. The statement is a record of all transactions (debit and credit) that have taken place for your account for the month. Check each entry on your statement with your invoices and credit notes. It is important that you keep all your invoices and credit notes together with your statement for GST records.

## Paying your Gordon & Gotch Account

When paying your account, which is due by the 20th of the month following the date on the statement, please return the remittance advice with your payment.

Should you have any queries, please contact the Contact Centre 09 979 3018 or email the Accounts Team at [comms@gordongotch.co.nz](mailto:comms@gordongotch.co.nz).

If you pay an amount which is different to the statement total, contact the Accounts Team to advise the reason why.

### **Dos**

- ✓ Please send your payment to PO Box 11117, Ellerslie, Auckland 1542.
- ✓ For your convenience we are able to accept payments by direct credit – details appear on the statement.

### **Don'ts**

- ✗ Please do not send payment with your returns as it could go missing or slow down the crediting process.
- ✗ Please do not send cash.

## **Sending things to Gordon & Gotch**

### Account Payments

PO Box 11117,  
Ellerslie,  
Auckland 1542

### Returns

Choose any of the below addresses

Gordon and Gotch Returns  
PO BOX 97359  
SAMC 2240

Gordon & Gotch Returns,  
122 Kerrs Road,  
Wiri,  
Auckland 2104.

Gordon & Gotch Returns,  
30 Birmingham Drive  
Middleton 8024

## **Emailing Gordon & Gotch**

Email the Accounts Team to query account payments, change store addresses, open an account, close an account or stop deliveries for a period.

Account Team Email Address – [comms@gordongotch.co.nz](mailto:comms@gordongotch.co.nz)

Email the Contact Centre to change allocations, check a title, report a shortage, get copies of paperwork, arrange extra orders, online help or to track parcels.

Contact Centre Email Address – [thecallcentre@gordongotch.co.nz](mailto:thecallcentre@gordongotch.co.nz)

## Calling Gordon and Gotch

The Contact Centre is open 8am to 5pm. Some requests may not be able to be carried out over the phone due to the time required i.e. large numbers of allocation changes.

Contact Centre - 09 979 3018

We do not accept collect calls