



Retailer Handbook



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About Ovato Retail Distribution (formerly Gordon & Gotch)

New Zealand's largest magazine distributor, with over 120 years' experience in distribution and marketing of printed media. Established in 1899, we are New Zealand's only full service retail management and distribution business, free of any publishing interests thus maintaining our independence.

We offer expertise in allocations, marketing, merchandising and distribution of magazines, to supermarkets, book stores, dairies, oil companies and other specialist retailers throughout New Zealand.

Delivering over 2,200 different magazine titles from more than 250 publishers from around the world, twice a week to more than 3,200 retailers across New Zealand.

We are committed to building real partnerships with our retailers, with the primary focus of making magazines easy to sell, easy for retailers to manage. We will work with you to help you maximise sales of this exciting, no-risk product. Actively scanning the world for better solutions, to ensure continuous improvement of our systems and offering.

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 and drive 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

List of Available Titles

A copy of our Title Listing can be found on the website to help you select titles of interest for your customers. Ovato operates a Magazine Management System which utilizes market information to determine the most suitable product range for each outlet and then maintains a sales history to analyse and adjust the number of copies (Allocation) for each outlet to meet your sales demand/potential. As part of the Magazine Management System — we will send new titles for you to try in store and the selection of stores/titles is determined by a number of different factors such as sales in similar stores, geographic location or sales of other titles in your store.

Once you have received your first delivery

- It's time to register on our website
- This will allow you to process weekly returns & supplementary returns of unsold issues
- You will also be able to view & retrieve Invoice, Credit copies & Your monthly Statement



- As well as have access to a number of other capabilities available for Retailers

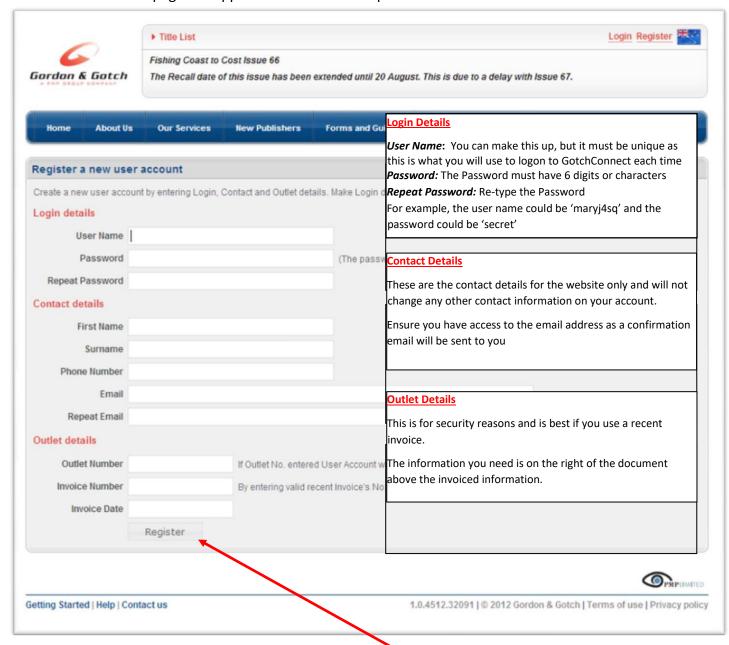
How to Register for GotchConnect

 Go to your computer, ensure you are connected to the internet, and from your internet browser type in the following web address <u>www.gordongotch.co.nz/Account/Register</u> into the Address Bar and

press 'Enter' on the keyboard.



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



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, as per below.

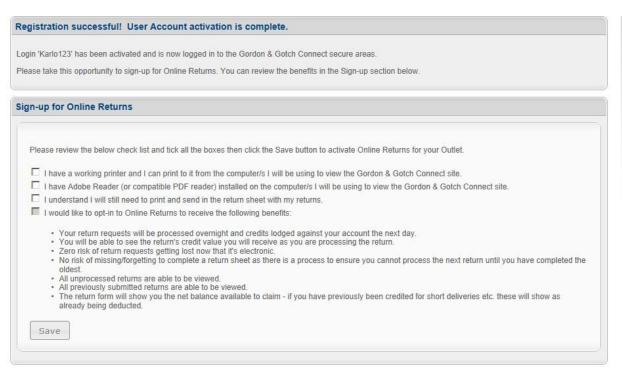
Thank you for registering with GotchConnect. To complete the registration process, please click the activation link below. https://www.gordongotch.co.nz/Activate?id=5519b90-9bgf-ba54a091009f9dd6&outlet=123456

Please note this link will expire tomorrow evening, after which you will need to contact a Ovato Retail Distribution 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 <u>all</u> of the options, then press save.



- 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.
- 8. We recommend you write down the user name & password and do not allow your computer to save these details.

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, 6 October 2020 your first online return would be available Monday, 12 October 2020. If you signed up on Wednesday, 7 October 2020 your first online return would be available on Monday, 19 October 2020.

If you are stuck at any point, you can access the GotchConnect Manual under Forms and Guides or contact the Ovato Retail Distribution Call Centre.



Delivery/On Sale Days

We deliver twice a week, see below for your applicable area. If you don't receive your deliveries by 10am on the delivery days, you will need to report the non-delivery to the Call Centre by either emailing us at thecallcentre@ovato.co.nz, or phoning on 09 979 3018. Please keep in mind that reporting of any shortages must be within 48 hours (or 2 working days) of the on sale date (via email or phone).

	Sunday	Monday	Thursday
Auckland	Yes	No	Yes
Rest of Country	No	Yes	Yes

When you receive a delivery, we suggest following these simple steps

- Check magazines supplied against your packing slip & invoice
 - o Did you receive all bundles?
 - No report missing / extra bundles or activate Track & Trace
 - Yes check each bundle to ensure all titles/quantities are correct
 - o Did you receive everything on your packing slip?
 - No report any shortages / extras supplied by phoning or emailing us (within 48 hours)
 - Yes place magazines on shelf



Tracking Deliveries

Your magazine delivery/bundles can be tracked using your invoice number (this makes up part of your tracking number). You can do this 2 ways;

- 1. By clicking on your 'track delivery' through our website, following these steps
 - Go to 'Retailer Tasks' (then Invoices/Credits/Statements) or 'Home' tab
 - Locate the relevant invoice / onsale date and click on the corresponding 'track delivery' link
 - This will take you to the Courier Post website, once there, if you copy the invoice number that is displayed on their landing page & then click on the 'your tracking list' link
 - In the tracking list field, enter 'GG', then paste your tracking number, then add in your bundle number (i.e. 001) and lastly add in NZ (example below)
 - o GG22086084001NZ
 - Then enter on 'Check Tracking Numbers' and this will search the status of your delivery

Or

- 2. By visiting the Courier Post website www.courierpost.co.nz directly and utilising their "Track and Trace' options as follows
 - In the track and trace option, enter 'GG', then paste your invoice number, then add in your bundle number (i.e. 001) and lastly add in NZ (example below)
 - o GG22086084001NZ
 - Then enter on 'Trace Now' and this will search the status of your delivery

If you are not able to complete using these options, you will need to contact our Call Centre for assistance.

Shortages

We have pick to light technology and quality control measures in place that keeps errors to a minimum. However, occasionally discrepancies occur (i.e. where there is a difference between what your invoice states and the actual quantities you have received) and you will need to advise us when this happens.

ALL DISCREPANCIES MUST BE ADVISED WITHIN 48 HOURS OF SCHEDULED DELIVERY

You will need to advise your;

- Store Name
- Customer Number
- Invoice Number
- The discrepancy (i.e.: title, issue and the problem)

Email: thecallcentre@ovato.co.nz

Call: 09 979 3018



Ovato Retail Distribution Flyers

We use Flyers to share important communications and these are generally sent to you via delivery, email or posted on our website. Watch for these as they will advise you of arrangements that will impact your store, such as changes in deliveries around statutory holidays.

Packing Slips

These are sent along with each bundle on each delivery day. They detail what you will receive in that bundle, on that day. Bundle sizes are determined by a titles weight and using our Health & Safety Guidelines these should not be heavier than 12.5kg.

Invoices

You will receive an invoice with your last bundle of each delivery. These will detail the dollar value and recall date for each magazine you receive in this delivery. A copy of these can also be accessed online.

Abbreviations

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

CR (Credit) A magazine marked CR has become unavailable. When CR appears on your invoice, we

will process the credit required to your account.

TF (To Follow) A magazine marked TF, has not arrived as expected and isn't available at the time of

packing. It will be forwarded on arrival into our warehouse with the first possible

delivery. Please do not report this as a discrepancy.

TFs only occur when a publisher or printer has failed to meet a promised deadline. We

take every precaution to prevent these occurring.

FS (Firm Sale) Magazines & Products marked FS are supplied at retailer request only and are not

returnable.

Packing Slip

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.

F Full Copy return

C Cover Only return

RET Returns Credits

RAD Return Adjustment Credit

Discr Discrepancy Credits

SRC Supplementary Returns Claims



PF Full Copy Preferred

Extra Orders

You can order extra copies of magazines you currently receive by contacting The Call Centre.

You can order copies of titles that you don't currently have on order by contacting our Call Centre by phone or email and if the title is already onsale and we have copies available, we can process an extra order so you receive the issue currently onsale.

Situations where this commonly occurs is

- Special issues
- New title launches
- A store locally closes, and you have more customers
- A specific customer request

It is always helpful if you could advise our Call Centre if this is a new request or a temporary increase/decrease.

All Firm Sale orders will need to be requested by email and not phone

All Partworks backorders will need to be requested by email and not phone

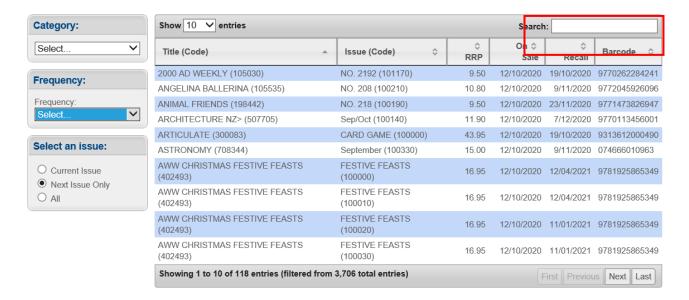
Please always quote your outlet number.

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

Searching for Next titles On Sale & Off Sale (recall) Dates

You can search for the next issue onsale by selecting 'Next Issue Only' function on our website https://www.gordongotch.co.nz/Title/Index and just enter part of the title in the search box or even the barcode. You can narrow your search by selecting a 'Category' and/or 'Frequency' as well.





Allocating Magazines

We use a sales based allocations system that has the ability to be adjusted manually, this ensures we supply you with a relevant quantity of magazines that allows you to maximise your sales.

After you have been trading for a period of time, your sales will be automatically analysed (using data supplied from your online returns processing) and this will allow us to adjust future supplies to fit your sales needs. If you have a significant change in your store/stand size or consumer footprint and this is likely to impact your historical sales pattern – we suggest you contact our Call Centre and discuss possible increases or decreases to reset your supply.

When contacting our Call Centre, please outline details of the change needed and include your outlet number, the title name(s) and the Ovato title code (if possible).

Offsale/Recall

The Offsale (recall) date is the day that all unsold copies need to be removed from sale and to help you identify which titles to remove from shelves, we post 'Return' or 'Recall' dates on our invoices, on our Website Title Listing and for all Sale or Return accounts you can use the 'Pick List' provided each week via Your Website Logon and this will assist you when preparing & processing your Online 'Returns/Credit Claims.

All magazines generally have a set onsale period and this is determined by the frequency of the title, for example;

Frequency	No Days/Weeks on Sale	Frequency	No Days/Weeks on Sale
Weekly	7-11 days	Fortnightly	14-18 days
3 Weekly	21 – 25 days	Monthly	4 5 weeks
Bi Monthly	8-9 weeks	Quarterly	12-13 weeks
Bi Annual	26 – 27 weeks	Annual	52 weeks
Special	12-13 weeks	One – Shot	12-13 weeks



For regular frequency titles, such as; weekly, fortnightly, 3 weekly, monthly, bi monthly, quarterly, bi annual, annual a new issue is generally sent on or near the date the prior issue is due to be recalled (taken off sale) – thus ensuring the pocket always has an issue on display for your consumers.

Returns

Magazine Offsale (recall) dates are always on Monday; this is when the 'Pick List' and 'Return Sheet' becomes available online. On this date all magazines listed on the 'Pick List' or 'Return Sheet' should be removed from sale and unsold quantities entered on the 'Return Sheet' for each title.

Returns Sheets should be completed even if you have nothing to return i.e. you have Sold Out. On these occasions, you should place a '0' quantity for the title/issue.

Retailers are responsible for returning mastheads to us as this forms part of our auditing process. And for Health and Safety purposes, please keep all parcels sent to us under 12kg.

The Returns Process

There are 2 ways you can gain access to process unsold claims (your 'Standard Return')

- 1. Go to 'Home Page' tab and click on View Outstanding & Submitted Returns, or;
- 2. Go to 'Retailer Tasks' tab, then select Returns & returns again

Either one will take you to the 'Outstanding Returns' section, which will display details of Recall dates to be processed.

We recommend your process returns each week as it comes available – as this ensures your returns (and therefore derived sales) are recorded as soon as possible – as your returned quantities are what helps determine your allocated quantities and future supply levels). This section, however, will hold up to 3 recall dates at any given time but please keep in mind that if you opt to leave 3 weeks in arrears, your oldest week will drop off at day 21 (Monday) and the new week will not show until the following day (Tuesday). Please talk to our Call Centre team about how to bring your returns processing up to date and complete using 'Standard Returns' rather than 'Supplementary Returns'.

Example of 3 outstanding returns, viewed on a Monday;

Recall Date	Cut Off Date	Days remaining to complete return
21/9/2020	12/10/2020	1 day remaining to complete
28/9/2020	19/10/2020	7 days remaining to complete
5/10/2020	26/10/2020	14 days remaining to complete

You will note that 12/10/2020 return is not showing on this day as the oldest (21/9/2020) has not yet been processed, 21/9/2020 return will drop off overnight and this will allow 12/10/2020 to appear. So, on the Tuesday you will see the following;

Recall Date	Cut Off Date	Days remaining to complete return
28/9/2020	19/10/2020	6 days remaining to complete
5/10/2020	26/10/2020	13 days remaining to complete
12/10/2020	2/11/2020	20 days remaining to complete



The ideal would be each Monday only 1 return appearing for you to process – as per below example.

Recall Date	Cut Off Date	Days remaining to complete return
12/10/2020	2/11/2020	21 days remaining to complete

Masthead Returns for Auditing purposes

It is the responsibility of the store to send back a copy of your claim along with the required mastheads as this forms part of our auditing requirements. It is important that this process is followed as it allows us to present accuracy in sales & data for Publishers as well as sets your store up for allocating quantities appropriate to your sales potential.

Here are the ways you can send returns back to us:

- 1. Organise your own courier service
- 2. Or, drop off at Ovato Retail warehouse in Auckland
- 3. Or, by Post to:

Ovato Retail Distribution Returns

PO BOX 97359

SAMC 2240

4. And lastly, by CourierPost using an Ovato Return ticket

If you wish to use the Ovato Return Ticket and send by CourierPost you will need to follow this process.

STEP ONE: Call CourierPost to order a book of tickets on 0800 COURIER (0800 268 743) – then select Option 4, then Option 1.

STEP TWO: Order the number of books you require (these are in books of 10 tickets), quoting "Ovato Retail Distribution Returns tickets" & Code CPTPO.)

Use Account Number: 91025737

STEP THREE: Quote your Ovato 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: Place a ticket on your Returns parcel and send to the following address:

Ovato Retail Distribution Returns,
Inwards Goods Entrance
122 Kerrs Road,
Wiri,
Auckland 2104

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



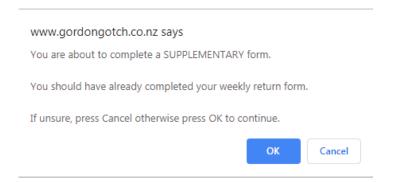
Please Note:

- 1. Only one ticket per parcel up to 5 kg
- 2. You will be charged \$27 + GST per book of tickets on your next Ovato statement
- 3. The ticket is to be used only for Ovato Retail products
- 4. Each ticket is traced to destination
- 5. This service may be suspended if we identify misuse of the courier account

Supplementary Returns

This process can be used when;

- You have missed claiming some titles/issues on your standard return
- You deem that you have received excess supply of a publication
- You can access this process online by going to 'Retailer Tasks' then 'Returns' then go to 'Supplementary Returns' and click on 'Enter Supplementary Return'.
- This will bring up the below reminder, that suggests you complete your Standard Return first (in case the copies you wish to claim via Supplementary Return are appearing on your Standard Return), but if you are sure they are not – then click 'OK'

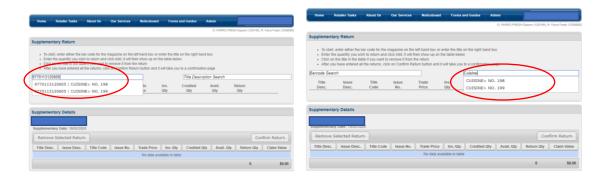


 Then you will come to the below screen which allows you to search by scanning the title barcode or by typing in the title description

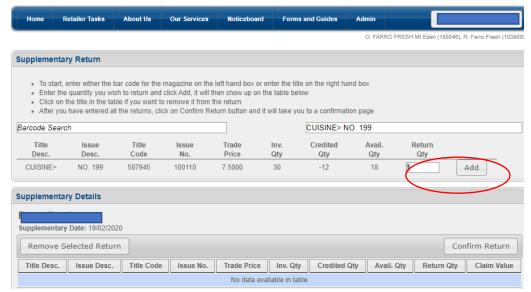




- Each of these searches will return a list of titles & issues relevant to the barcode or title name entered
- It will include as many issues as your store can still process a claim against. So, it is very important that you check which issue you have to ensure you select the correct one.
 - An example of how more than one issue displays is shown below, in this instance 2 issues of Cuisine can be claimed (one is still onsale, the other is on recall)

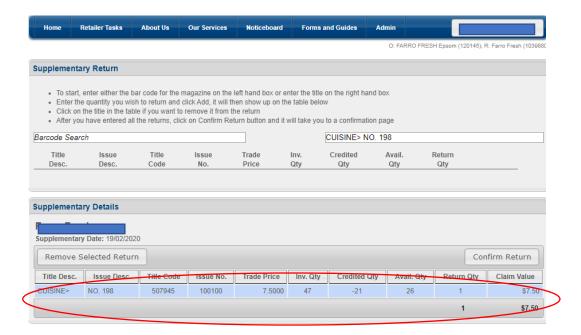


 Once you have selected the correct issue, you can then enter the quantity and then click the Add' button



 Once you click on 'Add', your claim will move to the 'Supplementary Details' portion of the screen which allows you to review, change and then once happy you must confirm and submit returns





- Once confirmed, this will submit to us for credit processing and a corresponding credit note will be posted
 on your logon under 'Retailer Tasks' and 'Invoices/Credits/Statements'. Here you will be able to see all
 transactions for your store
- You are required to rip front covers of unsold magazines and send these to us for auditing purposes with your accompanying printed returns claim to Ovato Retail Distribution
- The rest of the magazines need to be securely destroyed as per agreed guidelines
- Ovato reserves the right to reverse credit claims due to failure of returns audits. That is, your full or part returns claims can be rejected if your mastheads returned is less than what you have claimed for
- On-line returns close 21 days from recall date so please ensure you process as promptly as possible

Administration & Cartage Fee

Due to increasing distribution costs, we have an Administration & Cartage Fee that is charged for small wholesale value customers. Each quarter your sales are reviewed and if your store does not reach the required threshold of sales value you will be sent a letter advising this and you will be charged the Admin & Cartage Fee, which will appear on your statement.

How could this affect you?

If your monthly wholesale value does not reach the threshold of \$650 (excl GST) we will charge \$9.50 + GST per delivery week – this charge recovers some of the costs for distribution to your store (below is an example of how the charges work).

- If you received 1 delivery a month from us the admin & cartage fee would be \$9.50
- Or similarly, if you received 2 deliveries in the same week the admin & cartage fee would be \$9.50 for that week
- Or, if you received 2 deliveries in a month on separate weeks, the admin & cartage fee would be
 \$9.50 for each week

If your magazine wholesale value is above the threshold of \$650 (excl GST) per month, then no charge.



Ways you can overcome the Admin & Cartage Fee:

"Extend your title range with some exciting new titles from within Ovato Magazine portfolio"

Work with us to increase your wholesale order value by ordering some of the new & exciting titles from the Ovato Retail Distribution range. Additional sales helps increase your monthly wholesale value.

Credit Notes

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

Statements

Ovato Retail Distribution Statements are available online from approx. 10th of each month. You will receive a hard copy if your account is in debit i.e. owes Ovato Retail Distribution 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 Ovato Retail Distribution Account

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

Should you have any queries, please contact the Contact Centre 09 979 3018 or email the Accounts Team at AR@ovato.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.

Posting to Ovato Retail Distribution

Account Payments

Ovato Retail Distribution PO Box 11117 Ellerslie



Auckland 1542 Returns Auditing

Two options, via PO Box or physical address – details below

Ovato Retail Distribution Returns PO BOX 97359 SAMC 2240 Or

Ovato Retail Distribution Returns Inwards Goods Entrance 122 Kerrs Road Wiri Manukau 2104

Emailing to Ovato Retail Distribution

Accounts Receivable at AR@ovato.co.nz for;

- Payments queries
- Change of store address
- Opening an account
- Closing an account
- Change of ownership
- Stopping deliveries for a period set period of time (such as store refurbishment)

The Call Centre at thecallcentre@ocato.co.nz for

- Allocation changes
- Checking for or about a title
- Report a shortage
- Request copies of paperwork
- Arrange extra orders
- Online help
- Track N Trace of deliveries

Phoning The Call Centre

Our phones lines are available between 8am to 5pm, please call us on 09 979 3019.

To make this process reasonably quick & easy for you, we suggest you have your Outlet number (for title/delivery inquiries) or your Retailer number (for financial inquiries) handy. In order for us to reduce the wait time for all customers calling us, we restrict allocation/order changes to a maximum of five changes over the phone and instead we recommend multiple changes are emailed through to us for actioning.



Change of Ownership

If you sell your store, 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:

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

The new owner will be required to complete a New Account Form (which is available on our website in the 'Forms & Guides' tab.