

# PRESS DISTRIBUTION IN GERMANY

Challenges 2018-2020





# AGENDA

**01 German press distribution system**

**02 Press wholesale in figures**

**03 Challenges**

# GERMAN PRESS DISTRIBUTION SYSTEM

- Press diversity: wide range of newspapers and magazines all over!
- in big cities between 4.000 and 6.000 titles
- Supply also in the countryside

# GERMAN PRESS DISTRIBUTION SYSTEM

Specific market roles

exclusive supply

fixed prices

return of unsolds

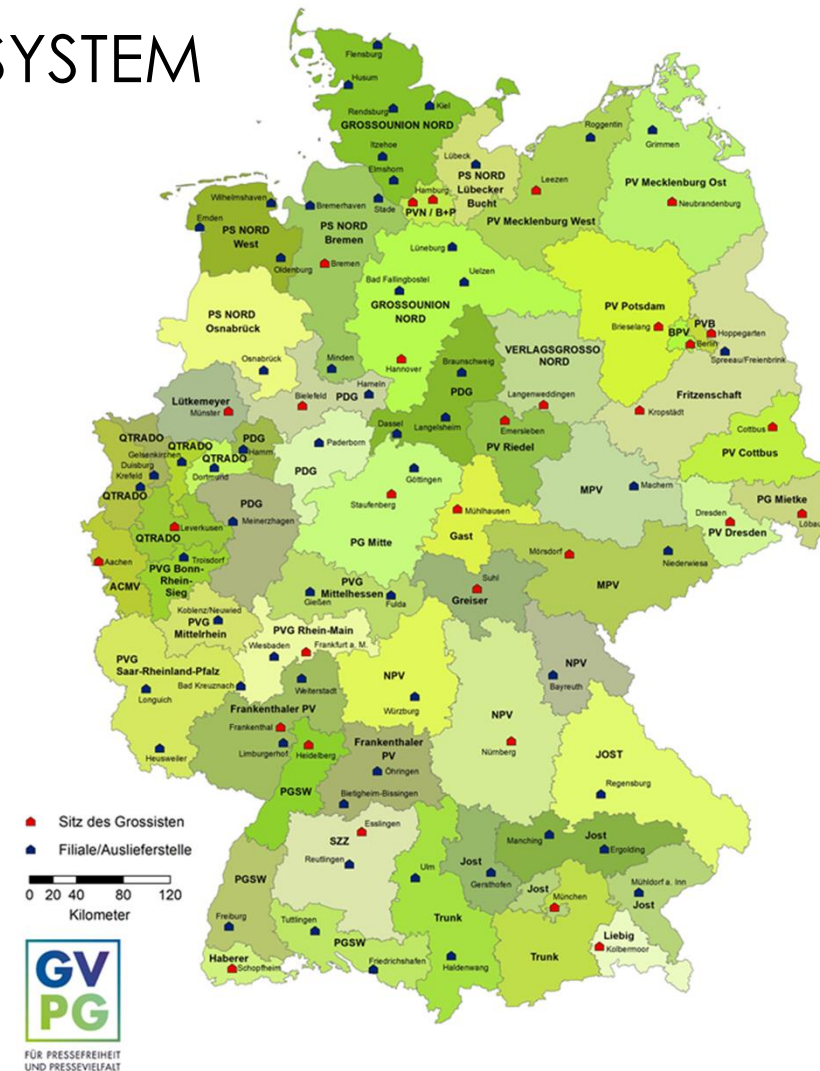
disposition

initual sales day

neutrality

## Map of the german press wholesale 2019

- strong Network for press distribution and logistics
- close to the customer
- working day delivery



**Gebietsstand:**  
**Grosso/Filiale - Juli 2019**



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## PRESS WHOLESALE IN FIGURES

# PRESS WHOLESALE IN FIGURES 2018



Press distribution is a service of general economic interest § 30 Abs. 2a GWB

**~ 6.000**  
Titles



Number of titles in the assortment ordered:  
~ 6.000

Ø Average no. of distributed titles: ca. 1.850

**1,4 Bill. Expl.**  
Copies sold



Copies sold of which print:  
1,45 Bill. Ex. (-8,37%)

**1,9 Bill. €**  
Turnover



Turnover prices of which print:  
1,85 Bill.. € (-6,6%)

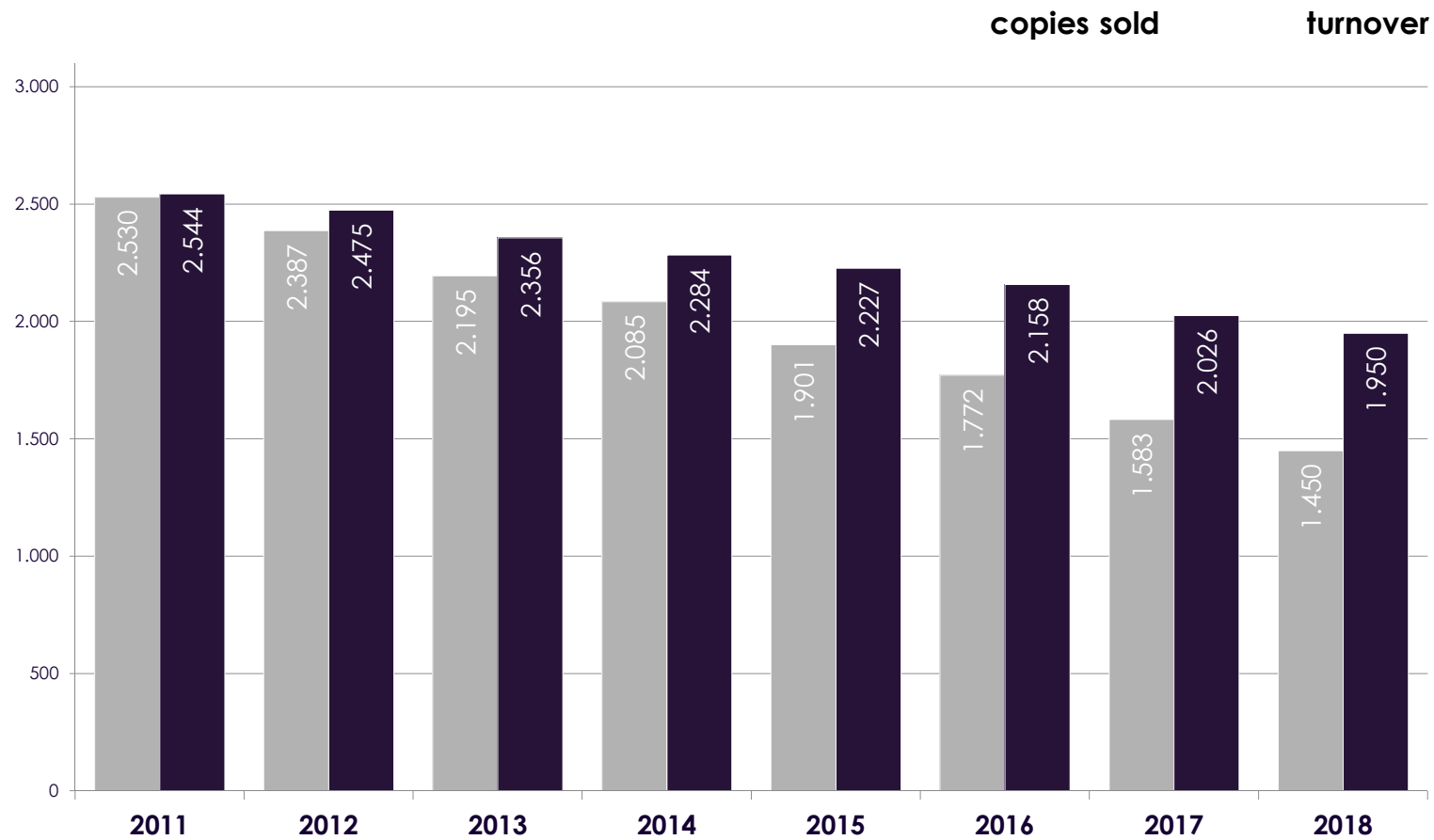
**52%**  
Return



Return in terms of volume: 45%

# PRESS WHOLESALE IN FIGURES

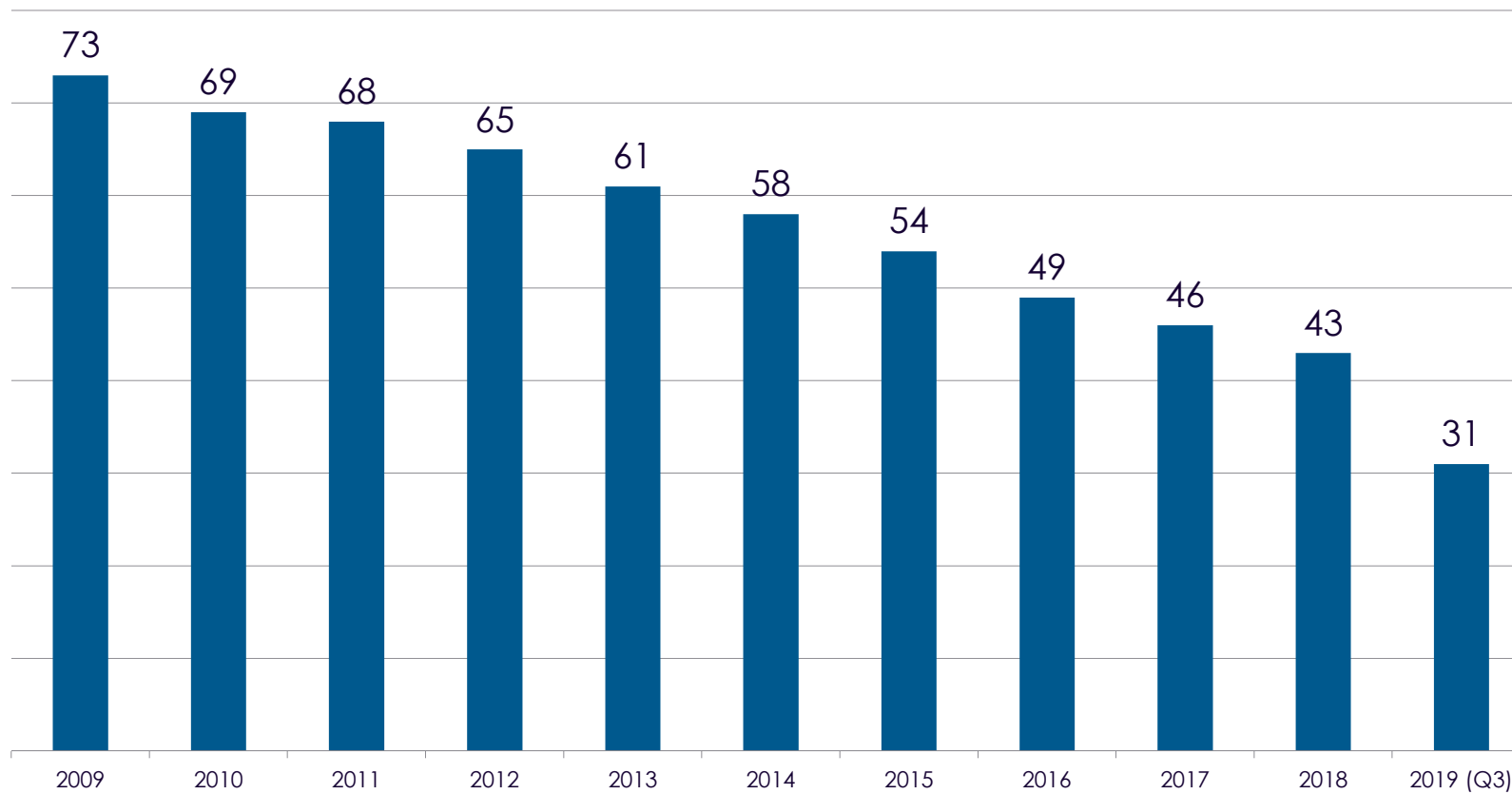
Copies sold and turnover 2011-2018 (total) in Bill. EUR





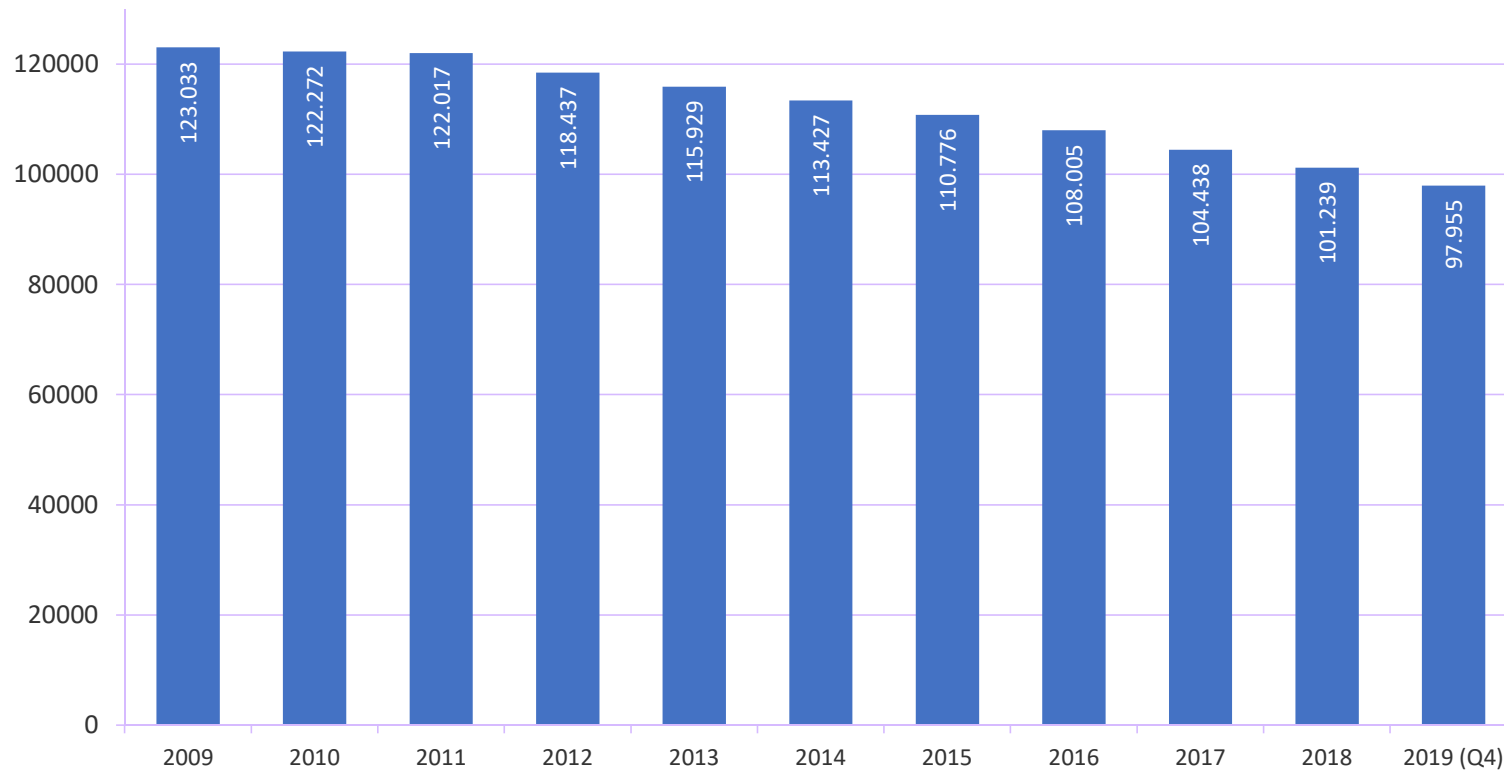
# PRESS WHOLESALE IN FIGURES

Number of wholesale companys 2009-2019 (3th quarter)



# PRESS WHOLESALE IN FIGURES

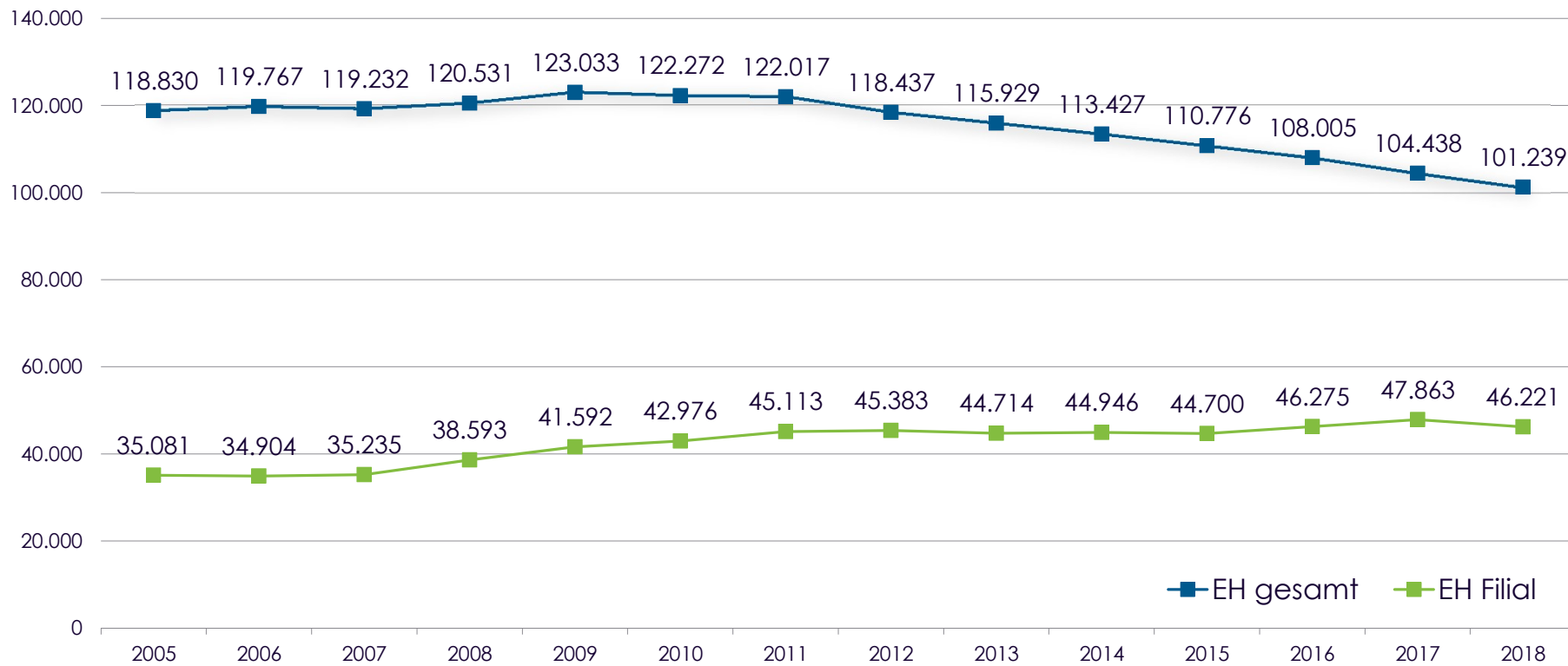
Number of sales points 2009-2019 (3th quarter)



# PRESS RETAIL IN FIGURES

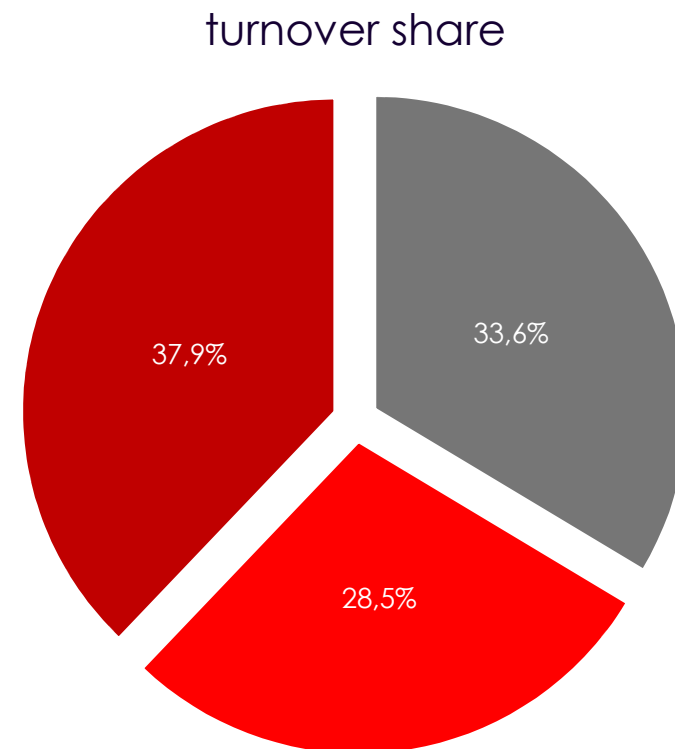
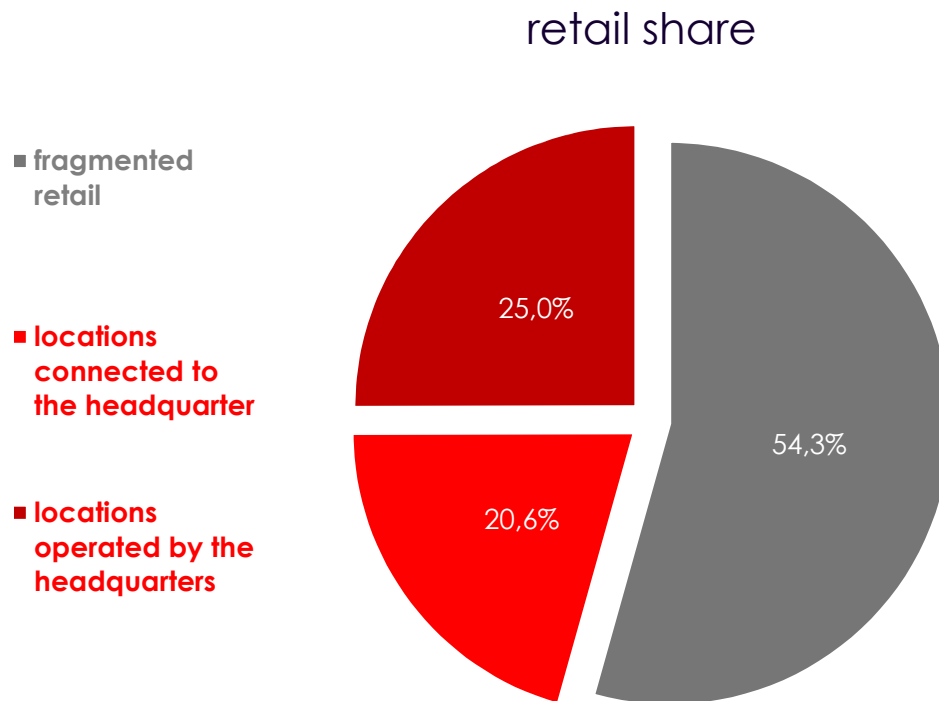
Number of retail chains in relation to the total number

(Source: EHA STRA / GKB-DB)



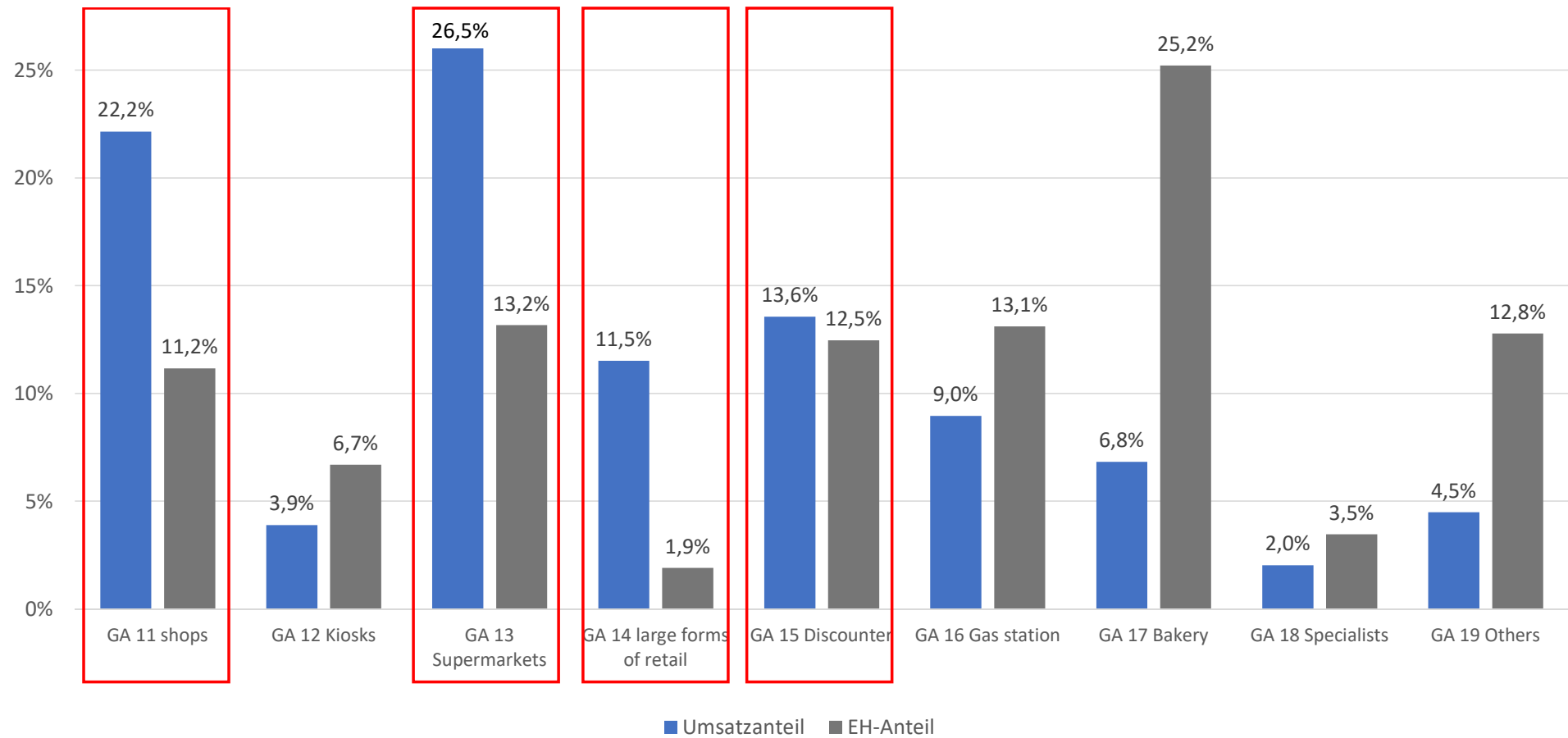
# PRESS RETAIL IN FIGURES

Share of key customers



# PRESS RETAIL IN FIGURES

Sales shares according to business types



# SOCIAL CHALLENGES

- Information gap in society
- loss of confidence in classical media
- growing market power of digital platforms
- Climate protection and economic consequences?





# ECONOMIC AND MEDIA POLICY

Targets press wholesale

- Awareness of the importance of press distribution for a free press
- good framework conditions
- Receipt of the reduced VAT
- Antitrust exemption of cooperations
- no driving bans for press transporters
- Reading promotion for print media

# ECONOMIC AND MEDIA POLICY

authorities in the german politics



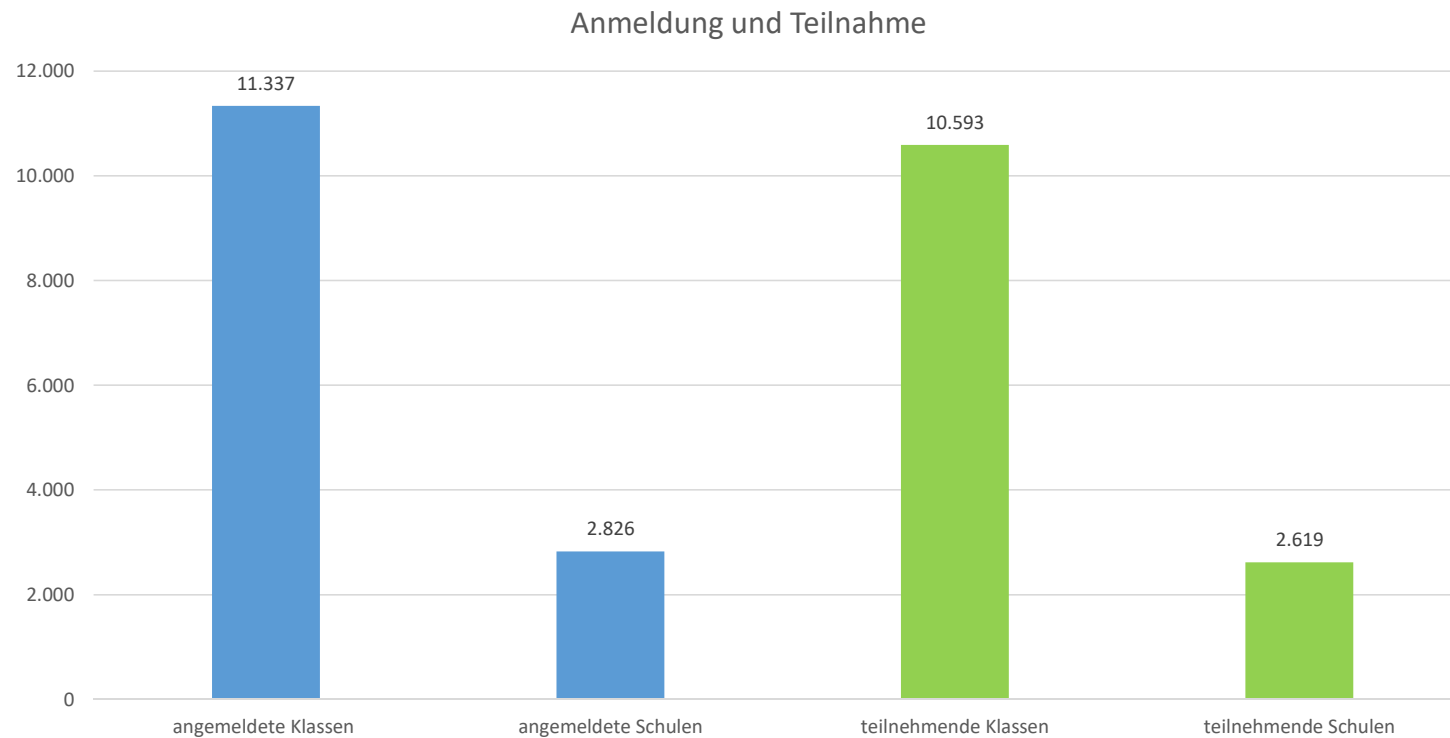
Federal Cartel Office

Minister of State  
for Culture and  
the Media



# MEDIA COMPETENCE: READING PROMOTION

Project “Magazines in schools”: The partners reach around 235.000 students each year!



# CLIMATE POLICY

Thousands call on politics and business to act. Climate protection dominates the EU election.



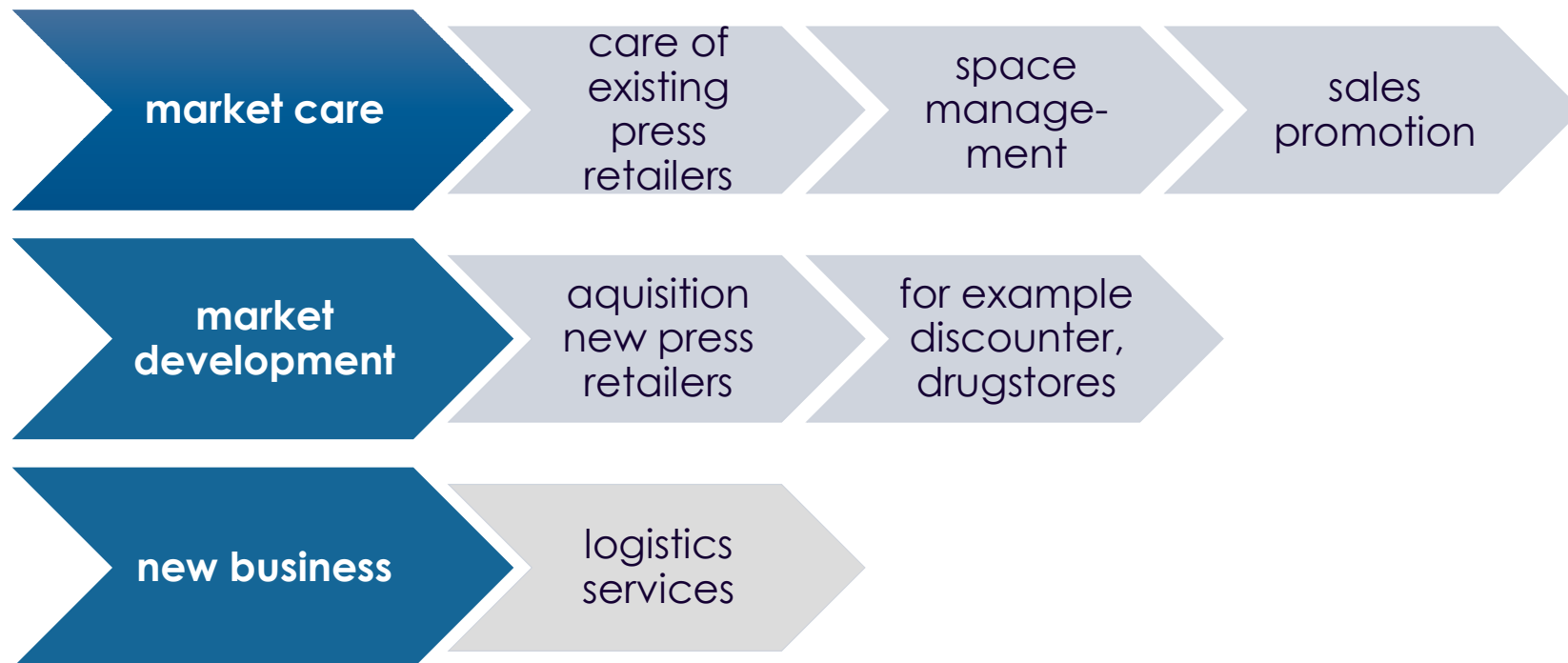


# MARKET CHALLENGES

- Negative sales development
- Declining sales averages
- Declining area productivity

# CHALLENGES

Marketing mix





# POS-SALES PROMOTION



# POS-SALES PROMOTION

For example: Sales promotion for the anniversary of the newspaper FAZ

70 YEARS BASIC LAW – 70 YEARS FAZ

- placements of nationwide 1.500 floor displays in retail
- Acquisition, placement and construction by the sales representatives of the press wholesalers





# ADDITIONAL PRODUCTS

Sale of aperiodic additional products



- over 110 aperiodic products in 2019
- 8.800 branches at ALDI, PENNY, NETTO, NETTO APS
- to be continued in 2020



# MYKIOSK.COM

Buy local: Online Search for titles and retailers nearby

The screenshot displays the MYKIOSK.COM website. At the top, there is a dark blue navigation bar with language options (ENG | FRA | ITA | TUR), a search icon labeled 'SUCHEN', and a shopping cart icon labeled 'STÖßERN'. Below this is a red header bar containing the MYKIOSK.COM logo, a location pin for 'Am Römerbrunnen 4, 50226 Köln', a search input field with the placeholder 'Titel / Suchbegriff', and a 'HÄNDLER FINDEN' button. A large red circular overlay with the MYKIOSK.COM logo is positioned on the left side of the page.

On the left, a sidebar lists various categories: AUTO, MOTOR; COMPUTER; ESSEN & KOCHEN; FAMILIE, TIERE; FRAUEN, UNTERHALTUNG; FRAUEN, UNTERHALTUNG AKTUELL; HAUS & GARTEN; HOBBY, WISSEN & KULTUR; JUGEND, COMICS; and LIFESTYLE.

The main content area is titled 'INTERNATIONAL AUTO & MOTOR' and features a grid of magazine covers. The covers include: MOTOR SPORT (englisch), ENZO UK, TOTAL 911 (englisch), CLASSIC MERCEDES UK, Absolute Lotus GB, PERFORMANCE AUDI, ROAD & TRACK (amerikanisch), CLASSIC & SPORTSCAR UK, CLASSIC CARS UK, and CAR UK. Each cover has a 'BE INTERNATIONAL' label at the bottom.

On the right side, there is a blue advertisement for 'BE INTERNATIONAL' featuring a globe and the text 'MIT EINEM KLICK ZUR INTERNATIONALEN PRESSE!' and 'VERLAGSUNION'. A small 'ANZEIGE' label is visible at the bottom right of the advertisement.

# ASSOCIATION OF PRESS WHOLESALERS

Cooperation and consolidation







FÜR PRESSEFREIHEIT  
UND PRESSEVIELFALT