

Newsstand Distribution

Speed-to-Market and Pool Distribution

We specialize in efficiently delivering both time-sensitive weekly publications and scheduled monthly publications to the marketplace.

Weekly Magazine Publications

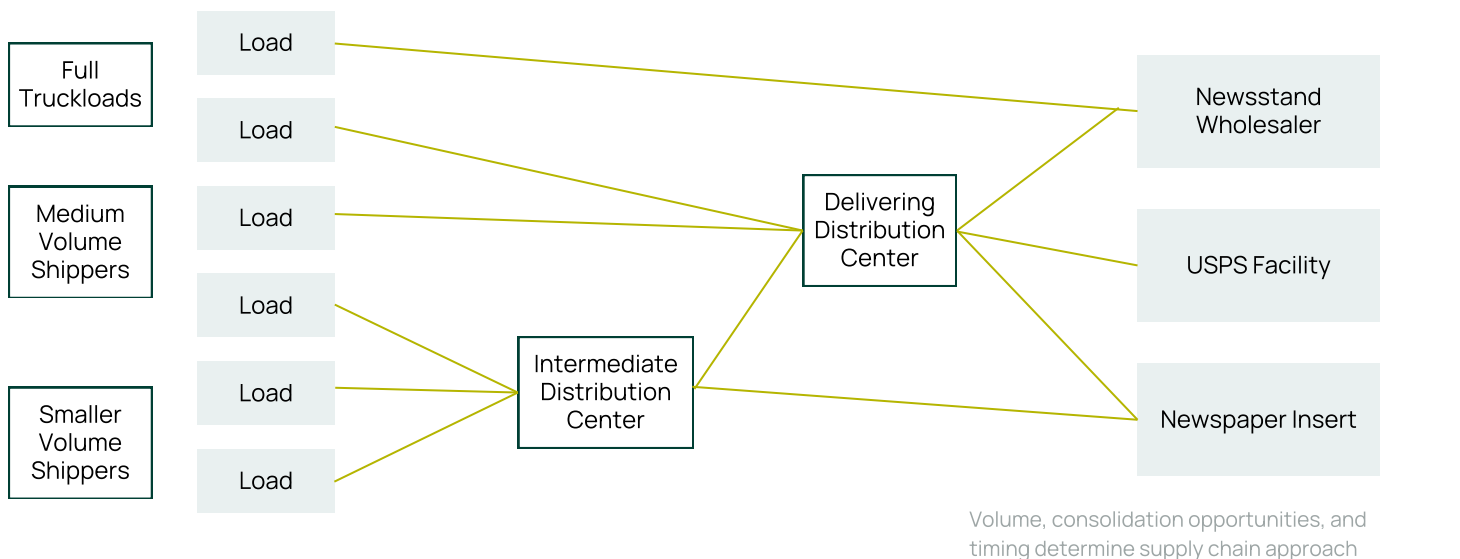
- Time sensitive due to the rigid structure of the weekly magazine publication schedule
- 60+% of weekly magazine sales occur in the first three days of publication
- Within 36 hours we sort, consolidate, prepare the common pools of publications and transport to the appropriate newsstand wholesaler
- Deep relationships with the consignee at each of the major wholesalers helps to further improve efficiency

Monthly Magazine Publications

- Less time sensitive than weekly publications
- Published at varying frequencies including bi-weekly, monthly, bi-monthly, quarterly, annuals and special events
- Enru requires receipt of publications 19 days prior to on-sale date of publication
- Most large printers require as much as 21 days prior to date of publication to provide on-time delivery to newsstands

Route Optimization

Printers/Manufacturers



Our relationships and understanding of the print media industry often protects on-time delivery schedules regardless of disruptions.

Enru Distribution Systems

- Data management, consolidator, and weekly pool shipper
- Direct distribution to US and Canadian wholesalers
- "Middle-man between printer and wholesaler level"

Newsstand Distribution

Newsstand Players



Domestic Newsstand Industry Challenges

Cycle Time Reduction

Traditional Industry Standards: Wholesalers require by Friday, 11 days prior to on-sale

Today's World: Print production is often later. Wholesalers requiring magazines earlier, holidays even more accelerated. Some Thursday AM or even Wednesday PM the new norm. The result is reduced transit time and decreased consolidation.

Irregularity Impacts

The risks are greater:

- Many wholesalers limit retail routes to once per week
- Excessive late fees are being imposed for special tie lines and recovery
- One day late can result in one week late to retail

Operational Process

Publisher

Galley Information

Enru receives galley data from printers and national distributors in advance



Data Integrity

Printer

Load Plans

Traffic department develops load plans for printers for shipping efficiencies

Maximize Efficiencies

Wholesaler

Consolidate Product

We consolidate titles with common destinations into a shipping cycle to meet scheduled on-sale date

Cost Savings & Timely Delivery

We solve for this load,
and the next. →



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