

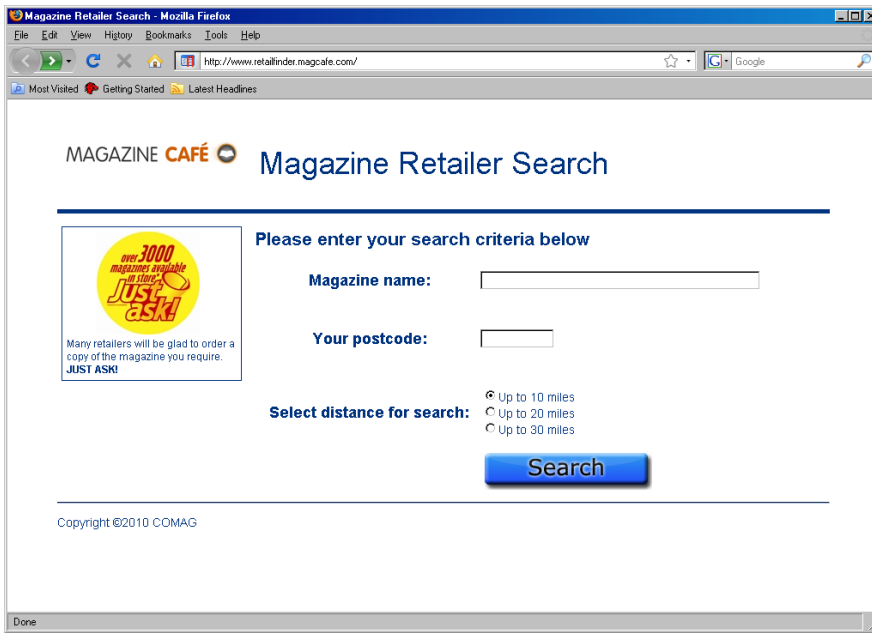
# COMAG'S RETAIL FINDER

We know readers sometime struggle to find their favourite magazine. We know you get calls from readers looking for your magazine and currently you can't point them to local retailers.

So – our new magazine retailer search facility takes away the hassle for you and for your readers.

## What Does It Look Like?

COMAG's Retail Finder search facility can be found at [www.retailfinder.magcafe.com](http://www.retailfinder.magcafe.com).

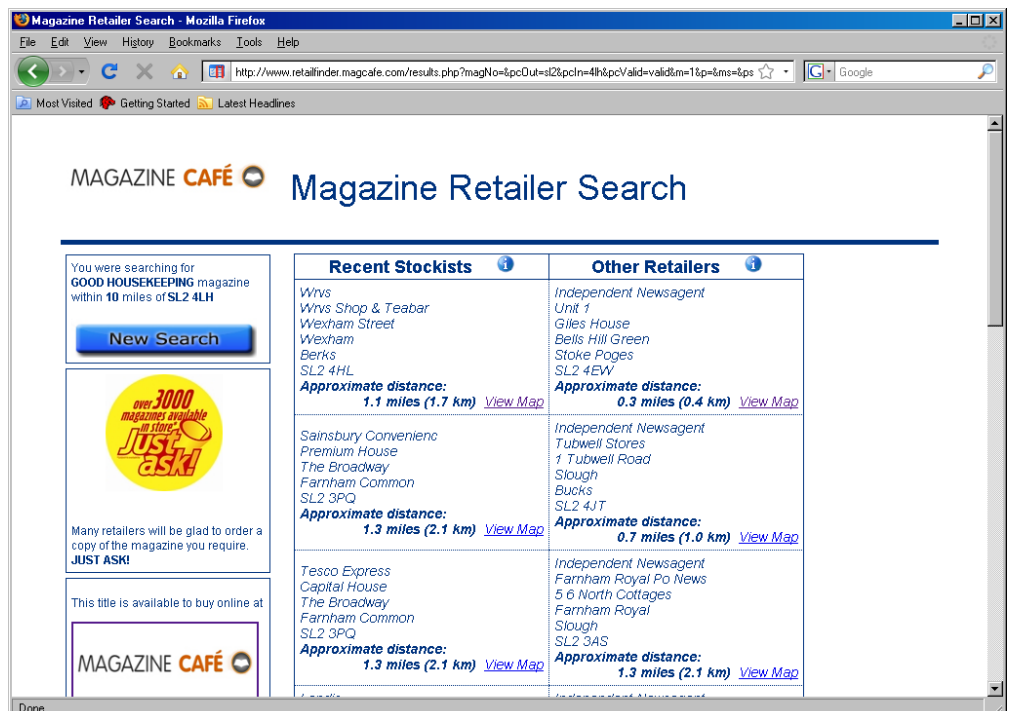


We link from your website to the Retail Finder, either branding the search facility with your publisher logo or with your individual title logos. In either instance, this will mean readers coming to the site via your link will only be presented with your own titles.

## How Does It Work?

Searching for a retailer is simple – just select a magazine name and enter a postcode.

Our database will bring back 10 recent stockists of the magazine within a specified distance of the postcode (10, 20, 30 miles). In addition, the search will bring back a further 10 retailers near to the selected postcode who stock magazines and so could place an order for the magazine for your reader.



## How Up To Date Is The Retailer Information?

As a minimum, we will refresh the retailer list for each magazine on a monthly basis, with ad-hoc updates carried out as required.

## What Will It Cost?

The cost is only £150 per year per publisher (for the search facility to be branded either by publisher or by your individual magazines), rising to £250 per year if you would like this facility for more than five of your magazines.

## What Are The Benefits?

- ✓ An added service for your readers
- ✓ A useful tool for answering availability queries
- ✓ Enhances your online offering

## What Now?

To enable us to set up the Retail Finder service for you, you simply need to email your Account Manager with your publisher logo or with your individual magazine logos, depending on which branding you would prefer. We will then provide you with the reference required on your site to activate the link.

### Footnotes:

Recent Stockists: this is defined as retailers taking two or more copies of recent issues.

The logo can be supplied in either jpg, gif or png formats and should be of the following size: width 210 pixels, height 90 pixels.