



PACIFIC MAGAZINES LAUNCHES NEXUS: THE NEWSAGENT PREMIUM PARTNERSHIP PROGRAM

Monday 20th February 2012 – Pacific Magazines has launched *Nexus: The Newsagent Premium Partnership Program (Nexus)*, a free-of-charge, invitation only business development package custom-designed to support the Newsagency channel.

Nexus provides a range of sophisticated resources and customer loyalty initiatives that help drive foot traffic into store, push sales across a variety of categories, deliver strong marketing collateral and enable cohesive retailer and supplier communication.

Mrs Vicki Rossi, Retail Sales and Circulation Director, Pacific Magazines comments: “*Nexus* has been developed in response to the challenges the newsagency faces in today’s retail environment.

“As the result of two year’s research and investment, the world-class *Nexus* program seeks to provide tangible business tools that encourage sales growth and customer loyalty, ease day-to-day operational burdens and promote a stronger relationship and partnership approach between Pacific and the newsagency.

“In doing so, we believe we can deliver a better result for all parties.”

Newsagents access the free *Nexus* communication platform online, with users offered access to a unique reporting suite, sales incentive details, downloadable point-of-sale collateral, key diary date reminders and title-specific positioning advice and ideas.

Ends.

For further information, or to arrange an interview, please contact:

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