

Magazines deliver healthy results at checkout by the numbers vs. candy

Magazines Generate
4x+ the Gross Profit
of Front-End Candy (**\$1.64** per unit).

Magazines are the most
Profitable Item at Checkout
(**\$1.07** true profit/unit).

Out of 229 Total Store Categories,
Magazines Ranks Fourteenth
in Per-Unit True Profit.

1 Magazine =
5x the Revenue
of a Candy SKU.

24% More Shoppers
think its important to carry
Mags over Candy.

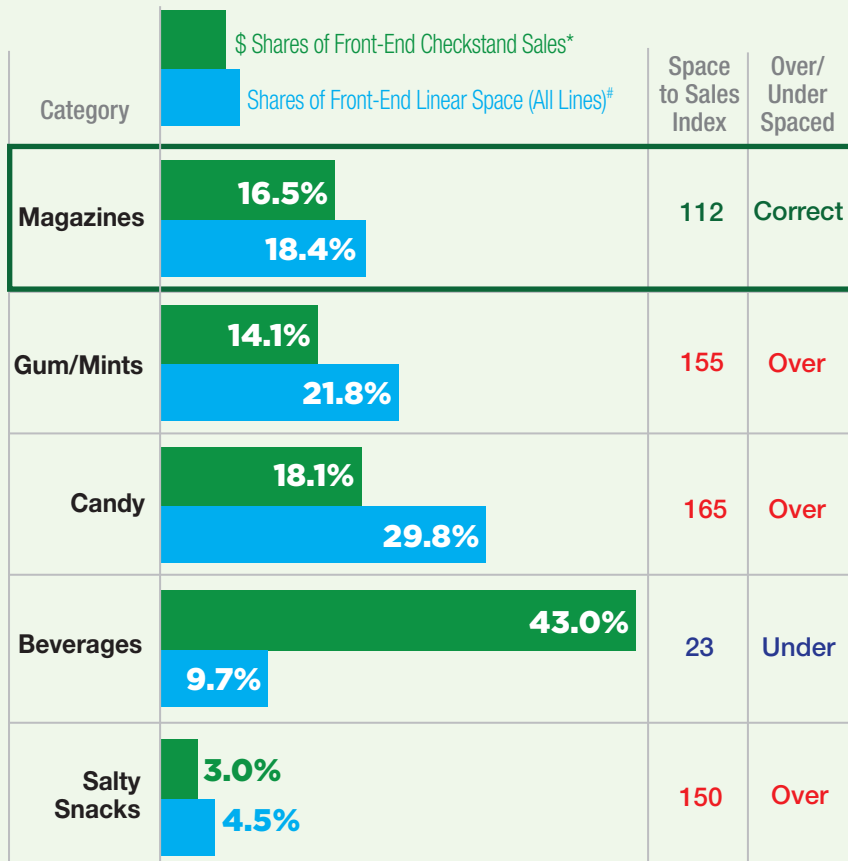
Magazines are
#1 on the List
as an affordable treat for women.

Magazines have
70% less Direct Labor Costs
(**\$.06** Per-Unit vs. Candy)

Magazines have a
22%+ True Profit
(**\$1.07** per unit vs. **-\$0.06** for Candy)

A Matter of Balance: Checkout Sales vs. Space

Dollar Sales Importance Does Not Match
the Amount of Linear Space that
Front-End Categories Receive

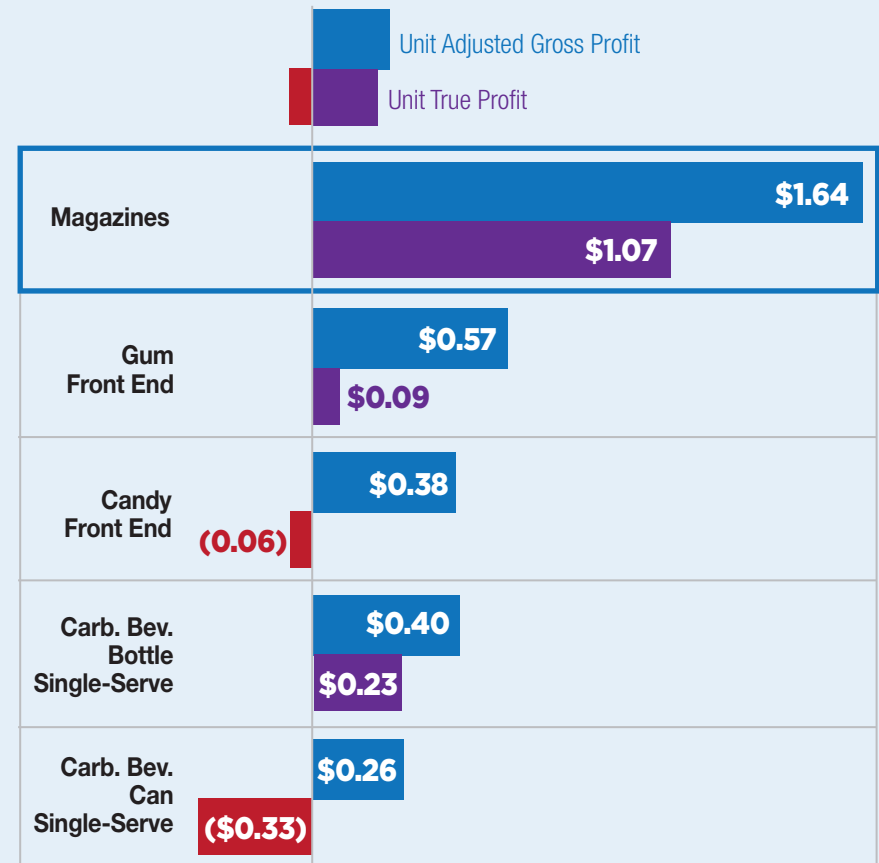


Sources: * IRI 52 weeks ending 6/30/2013, DHC Analysis; # TWR Audits, October/November 2013

Source: * Front End Focus, IRI 52 weeks ending 6/30/2013, DHC Analysis; TWR Audits, October/November 2013. Additional GM Categories of common interest include Batteries, Snack/Energy Bars and Razors/Blades represent a combined 4.4% of Retail \$ Sales and 1.5% of Linear Inches at Checkout. The information contained herein is based in part on data reported by IRI through its Market Advantage service as interpreted solely by Time Warner Sales & Marketing and/or Dechert-Hampe & Co. (Copyright© 2013, Information Resources, Inc.). The information is believed to be reliable at the time supplied by IRI but is neither all-inclusive nor guaranteed by IRI. Without limiting the generality of the foregoing, specific data points may vary considerably from other information sources. Any opinions expressed herein reflect the judgment of Time Warner Sales & Marketing and/or Dechert-Hampe & Co. and are subject to change. IRI disclaims liability of any kind arising from the use of this information.

Front End Category: A Performance Overview

Magazines Generate Four Times
the Per-Unit Profit Compared to
Other Front-End Categories



Source: Willard Bishop 2015

