



Retailer Handbook

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About ARE Direct

With over 120 years of experience, ARE Direct is New Zealand's sole magazine distributor, handling over 1,500 titles from 200+ publishers and delivering weekly to more than 2,000 retailers nationwide.

We offer expertise in allocating and distributing magazines, to supermarkets, bookstores, dairies, independent oil companies and other specialist retailers throughout New Zealand.

We are committed to building real partnerships with our retailers, with the primary focus of making magazines easy to sell, easy for retailers to manage. We work with you to help maximise sales of this exciting, no-risk product. We actively seek continuous improvement of our systems and offering.

Benefits of Magazines

- > Sale or return therefore no risk to you
- ➤ High stock turnover as magazines are frequently purchased
- > 25% gross profit high return on investment
- Appealing and exciting product which is continually changing
- Magazines bring customers into your store and drive return shopping trips
- > Extensive range of product means there is something to appeal to every customer
- Magazines often carry advertising for products sold in your store thereby stimulating demand
- Magazines are a basket builders and attract readers who like to keep up and influence trends, they also tend to have disposable income
- Magazines offer an intuitive, tactile, and deeply engaging experience, creating a joyful and immersive reading journey for their audience

List of Available Titles

A full Title Listing is available on our website, and this will help you select titles of interest for your customers. ARE Direct uses a Magazine Management System which analyses market data along with your sales patterns (history) to determine an appropriate number of copies (Allocation) to supply your store. As part of the Magazine Management System – new titles may be sent for you to trial, and selection is based on factors like sales trends in similar stores, location, and your store's past performance.

Once you have received your first delivery

- It's time to register on our website
- This will allow you to process weekly returns & supplementary returns of unsold issues
- You will also be able to view & retrieve Invoice, Credit copies & Your monthly Statement
- As well as have access to a number of other capabilities available for Retailers

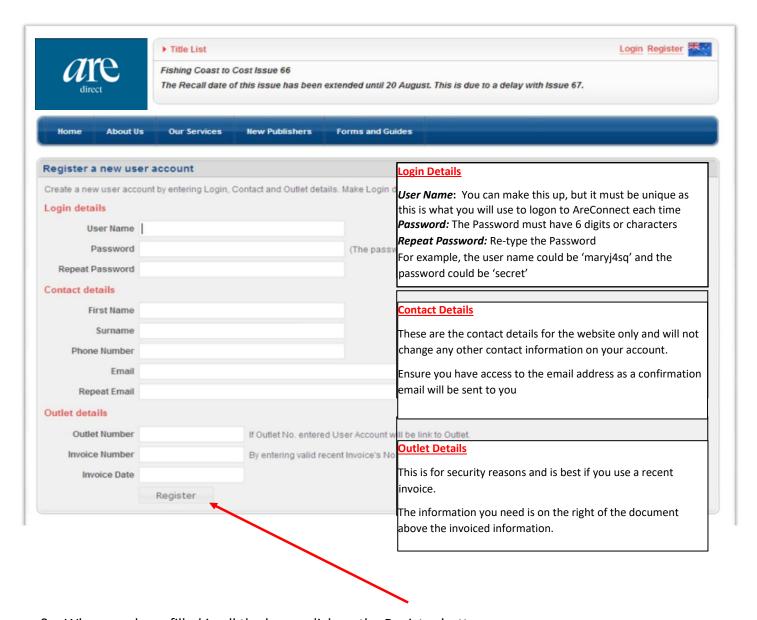


How to Register for AREConnect

1. Go to your computer, ensure you are connected to the internet, and from your internet browser type in the following web address www.aredirect.co.nz/Account/Register into the Address Bar and press 'Enter' on the keyboard, this will direct you to here.



2. The below webpage will appear. You need to complete all the boxes.



- 3. When you have filled in all the boxes click on the Register button.
- 4. After clicking on Register you will get a new screen confirming successful registration. You will also get a confirmation email which you should follow to complete the process.
- 5. The email you receive will have a link for you to complete the registration process, as per below.



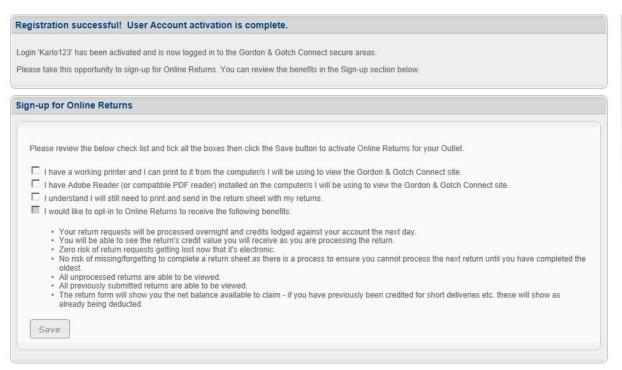
Thank you for registering with AREConnect. To complete the registration process, please click the activation link below. https://www.aredirect.co.nz/Activate?id=5519b90-9bgf-ba54a091009f9dd6&outlet=123456

Please note this link will expire tomorrow evening, after which you will need to contact an ARE Direct Customer Representative on (09)979 3018 to complete the registration process.

Please do not reply to this email as it has been automatically generated and the mailbox is not monitored.

Thank you for using AREConnect.

6. Click on the link (blue writing), you will go to the Registration Successful page, this will include the form for you to confirm you are ready to undertake online returns. Click the tick box on <u>all</u> of the options, then press save.



- 7. Now you can access your invoices, search titles or place extra orders online. Just login each time using the username & password you chose when completing the Registration webpage, for example; maryj4sq & secret.
- 8. We recommend you write down the username & password and do not allow your computer to save these details.

Once you have Signed Up to receive your Returns on-line you will see them appear on the Home Page. If you sign up:

- ✓ Monday or Tuesday you will have your first return available the following Monday.
- ✓ Wednesday, Thursday, Friday, or Saturday you will have your return available the Monday after next.



This means if you signed up on Tuesday, 6 October your first online return would be available Monday, 12 October. If you signed up on Wednesday, 7 October your first online return would be available on Monday, 19 October.

If you are stuck at any point, you can access the AREConnect Manual under Forms and Guides or contact the ARE Direct Call Centre.



Delivery/On Sale Days

We deliver weekly, see below for your applicable days. If you don't receive your deliveries by 10am on the delivery days, you will need to report the non-delivery to the Call Centre by emailing thecallcentre@aredirect.co.nz or phoning 09 979 3018. Please keep in mind that reporting of any shortages needs to be within 48 hours (or 2 working days) of the on-sale date (via email or phone).

	Monday	Thursday
Non-Supermarket	Yes	No
Supermarkets*	Yes	Yes

^{*}TV Guide is the only title delivered on Thursday – and this is to Supermarkets only

When you receive your delivery, we suggest following these simple steps

- Check magazines supplied against the packing slip, and they are for your store
 - o Did you receive all your bundles (these are numbered 1 of etc)?
 - No report missing / extra bundles to activate Track & Trace
 - Yes check the titles/quantities match
 - o Did you receive everything on your packing slip?
 - No report any shortages / extras supplied by phoning or emailing us (within 48 hours to ensure credits or replacements can be processed)
 - Yes place magazines on shelf

Tracking Deliveries

Your magazine delivery/bundles can be tracked using your packing slip/invoice number (this makes up part of your tracking number). You can do this 2 ways;

- 1. If you have an Are Direct website logon, you can use the following steps
 - Go to 'Retailer Tasks' (then Invoices/Credits/Statements) or 'Home' tab



- Locate the relevant packing slip/invoice and onsale date and click on the corresponding 'track delivery' hyperlink
- This will take you to the NZ Post website, once there, if you copy the packing slip/invoice number that is displayed on their landing page & then click into 'enter your tracking number here'
- In this field, enter 'GG', then paste your tracking number (packing slip/invoice number), then add in your bundle number (i.e., 001) and lastly add in NZ (example below)
 - o GG22086084001NZ
- Then select 'Track' and this will search the status of your delivery and details will appear below this field for you

Or

- 2. By visiting the NZ Post website https://www.nzpost.co.nz/tools/tracking directly and utilising their "Track and Trace' options as follows
 - In the 'enter your tracking number' and enter 'GG', then paste your packing slip/invoice number, then add in your bundle number (i.e., 001) and lastly add in NZ (example below)
 - o **GG22086084001NZ**
 - Then enter on 'Track' and this will search the status of your delivery and details will appear below this field for you

If you are not able to complete using these options, you will need to contact our Call Centre for assistance.

Shortages

We use pick to light technology and have quality control checks to reduce mistakes. However, sometimes there are differences between what your packing slip/invoice says and what you actually received. If this happens, please let us know.

ALL DISCREPANCIES MUST BE ADVISED WITHIN 48 HOURS OF SCHEDULED DELIVERY

You will need to advise your;

- Store Name
- Customer Number
- Packing slip/Invoice Number
- The discrepancy (i.e.: title, issue, and the problem)

Email: thecallcentre@aredirect.co.nz

Call: 09 979 3018



ARE Direct Flyers

We use Flyers to share important information, and these can be sent via your delivery, emailed, or posted on our website. Keep an eye out as they provide details of changes, like delivery days, weather events, invoicing title description errors/changes etc.

Packing Slips

These are sent along with each bundle on each delivery day. They detail what you will receive in that bundle, on that day. Bundle sizes are determined by a titles weight and using our Health & Safety Guidelines these should not be heavier than 15kg.

Invoices

If you are registered on the Are Direct website, copies can also be accessed here. These will detail the dollar value and recall date for each magazine you receive in this delivery.

Abbreviations

On your packing slips you may from time to time see abbreviations beside the titles. These have the following meanings:

CR (Credit) A magazine marked CR has become unavailable. When CR appears on your packing slip,

we will process the credit required to your account.

TF (To Follow) A magazine marked TF, has not arrived as expected and isn't available at the time of

packing. It will be forwarded on arrival into our warehouse with the first possible

delivery. Please do not report this as a discrepancy.

TFs only occur when a publisher or printer has been unable to meet the deadline. We

take every precaution to prevent these occurring.

FS (Firm Sale) Magazines & Products marked FS are supplied at retailer request only and are not

returnable.

Packing Slip

Each bundle will have a packing slip with details of the titles and quantities being

supplied.

F Full Copy return

C Cover Only return

RET Returns Credits

RAD Return Adjustment Credit

Discr Discrepancy Credits

SRC Supplementary Returns Claims

PF Full Copy Preferred



Extra Orders

For more copies of a title you have already received, contact our Call Centre (who can check availability).

The Call Centre can also help with new title orders, and if the title is already onsale and we have copies available, we can process an extra order, so you receive the current issue.

Situations where this commonly occurs is

- Special issues
- New title launches
- A store locally closes, and you have more customers
- A specific customer request

It is always helpful if you could advise our Call Centre if this is a new request or a temporary increase/decrease.

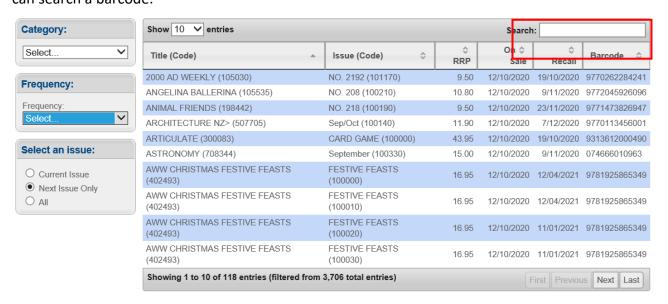
All Firm Sale orders will need to be requested by email and not phone

All Partworks backorders will need to be requested by email and not phone

Please always quote your outlet number.

This ensures you are not confused with another retailer with a similar name.

Searching for titles - https://www.gordongotch.co.nz/Title/Index
Using this link, you can search title information, onsale/offsale dates, frequency, barcode, RRP.
You can narrow your search by selecting a 'Category' and/or 'Frequency', 'Current Issue', 'Next Issue' as well. You can use part or all of the title name in the search box or if not certain of the title name, you can search a barcode.



Allocating Magazines

We use a sales-based allocation system, and after you have been trading for a period of time, your sales will be automatically analysed (using the information your supply regarding your sales/unsold claims) and this will allow us to adjust future supplies to fit your sales needs. If your store or stand size changes



significantly, or if your customer base shifts - this may affect forward sales trends. We recommend reaching out to our Call Centre to talk about potential adjustments to your supply.

When contacting our Call Centre, please outline details of the change needed (increase / decrease etc) and include your outlet number, the title name(s) and the ARE Direct title code (if possible).

Offsale/Recall

The Offsale (recall) date is the day that all unsold copies need to be removed from sale. To help you identify which titles to remove from shelves, we post 'Return' or 'Recall' dates on our packing slips/invoice, on our Website Title Listing. For all Sale or Return accounts you can use the 'Pick List' provided each week via Your Website Logon, which will assist you when preparing & processing your Online 'Returns/Credit Claims.

All magazines generally have a set onsale period and this is determined by the frequency of the title, for example;

Frequency	No Days/Weeks on Sale	Frequency	No Days/Weeks on Sale
Weekly	7-11 days	Fortnightly	14-18 days
3 Weekly	21 – 25 days	Monthly	4 5 weeks
Bimonthly	8-9 weeks	Quarterly	12-13 weeks
Biannual	26 – 27 weeks	Annual	52 weeks
Special	12-13 weeks	One – Shot	12-13 weeks

For regular frequency titles, such as; weekly, fortnightly, 3 weekly, monthly, bimonthly, quarterly, a new issue is generally sent on or near the date the prior issue is due to be recalled (taken off sale) – thus ensuring the pocket always has an issue on display for your consumers.

Returns

Magazine Offsale (recall) dates are always on Monday; this is when the 'Pick List' and 'Return Sheet' becomes available online. On this date all magazines listed on the 'Pick List' or 'Return Sheet' should be removed from sale and the unsold quantities entered on the 'Return Sheet' for each title.

Returns Sheets should be completed even if you have nothing to return i.e., you have Sold Out. On these occasions, you should place a '0' quantity for each title/issue.

Retailers are responsible for returning mastheads to us as this forms part of our auditing process. And for Health and Safety purposes, please keep all parcels sent to us under 15kg.

The Returns Process

There are 2 ways you can gain access to process unsold claims online (your 'Standard Return')

- 1. Go to 'Home Page' tab and click on View Outstanding & Submitted Returns, or;
- 2. Go to 'Retailer Tasks' tab, then select Returns & returns again

Either one will take you to the 'Outstanding Returns' section, which will display details of Recall dates to be processed.

We recommend your process returns each week as it comes available – as this ensures your returns (and therefore derived sales) are recorded as soon as possible, keeping in mind your returned quantities are what



helps determine your future allocated quantity). This section will hold 3 recall dates at a time so please keep in mind that if you opt to operate return claims in arrears, your oldest week will drop off at day 21 and the opportunity to claim will be closed. Please talk to our Call Centre team about how to bring your returns processing up to date and complete using 'Standard Returns' rather than 'Supplementary Returns'.

Example of 3 outstanding returns, viewed on a Monday;

Recall Date	Cut Off Date	Days remaining to complete return
22/9/2025	13/10/2025	1 day remaining to complete
29/9/2025	20/10/2025	7 days remaining to complete
6/10/2025	27/10/2025	14 days remaining to complete

You will note that 13/10/2025 return is not showing on this day as the oldest (22/9/2025) has not yet been processed, 22/9/2025 return will drop off overnight and this will allow 13/10/2025 to appear. So, on the Tuesday you will see the following;

Recall Date	Cut Off Date	Days remaining to complete return
29/9/2025	20/10/2025	6 days remaining to complete
6/10/2025	27/10/2025	13 days remaining to complete
13/10/2025	3/11/2025	20 days remaining to complete

The ideal would be each Monday only 1 return appearing for you to process – as per below example.

Recall Date	Cut Off Date	Days remaining to complete return
13/10/2025	3/11/2025	21 days remaining to complete

Masthead Returns for Auditing purposes

Returns auditing is a random selection of retailers that we email each week, failure to complete or pass this request can result in your store being included each week. It is important that this process is followed as it allows us to present accuracy in sales & data for Publishers as well it sets your store up for allocating quantities appropriate to your sales potential.

Audit emails are sent by close of business each Tuesday – please hold all claimed copies/mastheads until end of day Tuesday, as failure to complete the auditing process will result in a failed audit for your store. It is the stores responsibility to send copies of your claims document along with the required mastheads when audited.

Here are the ways you can send returns back to us:

- 1. Organise courier to drop off at our physical address
- 2. Post to our PO Box

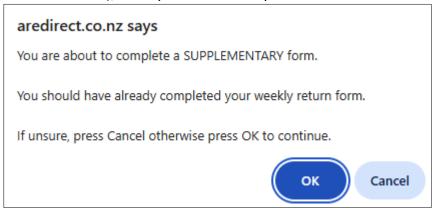
Supplementary Returns

This process can be used when;

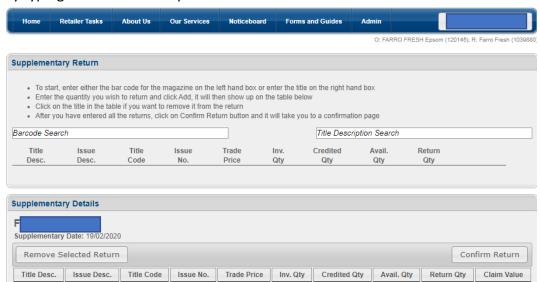
You have missed some titles/issues on your standard return



- You deem that you have received excess supply of a publication
- You can access this process online by going to 'Retailer Tasks' then 'Returns' then go to 'Supplementary Returns' and click on 'Enter Supplementary Return'.
- This will bring up the below reminder, that suggests you should complete your Standard Return first (in case the copies you wish to claim via Supplementary Return are already appearing on your Standard Return), but if you are sure they are not – then click 'OK'



 Then you will come to the below screen which allows you to search by scanning the title barcode or by typing in the title description

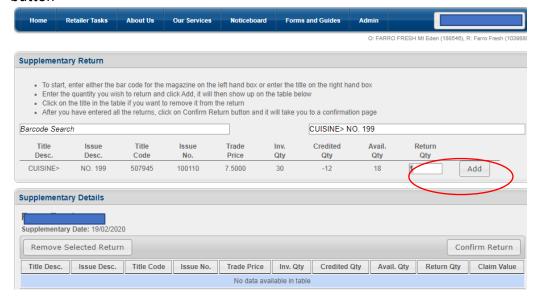


- Each of these searches will return a list of titles & issues relevant to the barcode or title name entered
- It will include as many issues as available to claim against. So, it is very important that you check which issue you have to ensure you select the one that matches the copies you have in store.
 - An example of this is shown below, (in this instance 2 issues of Cuisine can be claimed), one is still
 onsale, the other is on recall.

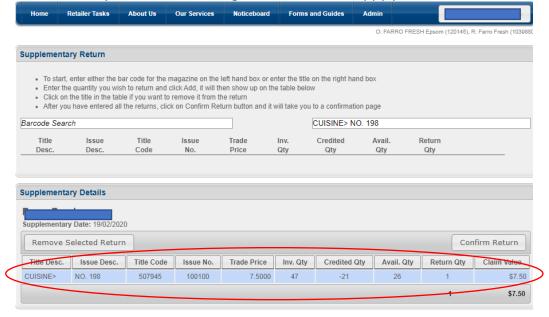




 Once you have selected the correct issue, you can then enter the quantity and then click the Add' button



 Once you click on 'Add', your claim will move to the 'Supplementary Details' portion of the screen which allows you to review, change and then once happy you must confirm and submit returns





- Once confirmed, this will submit to us for credit processing and a corresponding credit note will be posted
 on your logon under 'Retailer Tasks' and 'Invoices/Credits/Statements'. Here you will be able to see all
 transactions for your store
- You are required to rip front covers of unsold magazines and send these to us for auditing purposes with your accompanying printed Supplementary returns claim to ARE Direct
- The rest of the magazines need to be securely destroyed as per agreed guidelines
- ARE Direct reserves the right to reverse credit claims due to failure of returns audits. That is, your full or part returns claims can be rejected if your mastheads returned is less than what you have claimed
- On-line returns close 21 days from recall date so please ensure you process as promptly as possible

Administration & Cartage Fee

Due to increasing distribution costs, we have an Administration & Cartage Fee that is charged for small wholesale value customers. Each quarter your sales are reviewed and if your store does not reach the required threshold of sales value, you will be sent a letter advising this and you will be charged the Admin & Cartage Fee, which will appear on your statement.

How could this affect you?

If your monthly wholesale value is below \$650 (excluding GST), we will apply a charge of \$10.50 plus GST for each delivery week. This fee helps cover some of the distribution costs to your store (see the example below for how the charges are calculated).

- If you get 1 delivery a month from us, the admin and cartage fee will be \$10.50
- Similarly, if you have 2 deliveries in the same week, the admin and cartage fee will be \$10.50 for that week
- If you receive more than 1 delivery in a month on different weeks, the admin and cartage fee will be \$10.50 for each week

If your magazine wholesale value is above the threshold of \$650 (excl GST) per month, then no charge.

Ways you can overcome the Admin & Cartage Fee:

"Extend your range to grow your sales"

Work with us to increase your wholesale order value by ordering a wider range of titles. Additional sales help increase your monthly wholesale value.

Credit Notes

Copies of these are included with your monthly statement but at any time a copy can be accessed online. Allow 48 hours for credits from returns or shortages to appear online.

Statements

ARE Direct Statements are available online from approx. 10th of each month. You will receive an email copy of your account. The statement is a record of all transactions (debit and credit) that have taken place for your account for the month. Check each entry on your statement with your invoices and credit notes. It is important that you keep all your invoices and credit notes together with your statement for GST records.



Paying your ARE Direct Account

Payment for your account is due by the 20th of the month following the date on the statement, please include the remittance advice details with your payment.

Should you have any queries, please contact the Contact Centre 09 979 3018, or email the Accounts Team at ADNZaccountsreceivable@aredirect.co.nz

If you pay an amount which is different to the statement total, contact the Accounts Team to advise the reason why.

Dos

- ✓ Our current options for payment are by direct credit or you can set up automatic payments details appear on the statement. Our Bank account details are:
 - HSBC Quay Street, Auckland City 30 2904 0416200 061
 - Please quote your Retailer Number as the reference

Don'ts

X Please do not send cash.

Delivering to ARE Direct

Returns Auditing

Two options, via PO Box or physical address – details below

ARE Direct Returns
P O Box 76-255
Manukau City
Auckland 2241

Or

ARE Direct Returns
The Gate
Unit A, 373 Neilson Street
Penrose, 1061

Emailing to ARE Direct

Accounts Receivable at ADNZaccountsreceivable@aredirect.co.nz for;

- Payments queries
- Change of store address
- Opening an account
- Closing an account
- Change of ownership
- Stopping deliveries for a period set period of time (such as store refurbishment)



The Call Centre at thecallcentre@aredirect.co.nz for

- Allocation changes
- Checking /Enquiring about a title
 - Availability
 - Onsale/offsale date
 - Frequency
- Track N Trace a delivery
- Report a shortage/extra to packing slip/Invoice
- Request copies of paperwork
- Arrange extra copies
- Online help

Phoning The Call Centre

Please call 09 979 3018, our phones lines are available between 8am to 4.30pm Mon – Fri.

To make this process reasonably quick & easy for you, we suggest you have your Outlet number (for title/delivery inquiries) or your Retailer number (for financial inquiries) handy. In order for us to reduce the wait time for all customers calling us, we restrict allocation/order changes to a maximum of five changes over the phone and instead we recommend multiple changes are emailed through to us for actioning.

Change of Ownership

If you sell your store, we would appreciate being advised of the change of ownership as early as possible. This is to ensure the transition to the new owner and the finalisation of your account goes smoothly.

The information we require is as follows:

- Retailer Number
- Change-over Date i.e., the first morning for the new owner in the shop
- New owner's full name
- Forwarding address for outgoing owner

The new owner will be required to complete a New Account Form (which is available on our website in the 'Forms & Guides' tab.