



The SMART Guide to Magazine Security for Publishers

April 2016

The Professional Publishers Association (PPA) is the trade body for magazine publishers with an express remit to promote and protect the sales of magazines for its publisher members as well as supply chain partners. There is concern within the industry that there are leaks within the supply chain which allow unauthorised sales of magazines at car boot sales, market stalls & via the internet.

One of the roles performed by the PPA is to offer support and advice to the industry. The security of magazines is extremely important, and the PPA is working together with publishers and distributors within the supply chain to ensure leaks are minimised.

It is vital, wherever possible, to reduce the opportunity for leakage and stop opportunists from gaining access to your magazines that have not been paid for through the normal distribution network.

The recommendations from the PPA for Publishers are as follows:

- **Publishers should assure themselves that all reproduction files are secure, and cannot be taken or downloaded for illegal printing elsewhere**
- **All transmission of production files should be secure**
- **Publishers should ensure that each supplier appointed to handle magazine product, from printers, finishers, carriers, wholesalers, subscriptions houses, mailing houses, export distributors, recyclers etc. have auditable processes in place to ensure the security of your product**
- **There are a number of PPA SMART Guides available specifically for suppliers which should be briefed to them as a matter of course. The are available on the PPA website www.ppa.co.uk/resources/Retail/**

PPA is very keen to understand the steps you are taking to ensure magazine security. Your feedback and any comments on this SMART Guide would be much appreciated at: retail@ppa.co.uk.