



The SMART Guide to Magazine Security for Export Distributors

August 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 magazines that have not been paid for through the normal distribution network.

Can you confidently demonstrate good practice e.g. documenting overs, security of stored copies and the audit trail for disposal? Let us know if you need any advice or guidance.

The recommendation from the PPA for Export Distributors is as follows:

- **All deliveries should be checked and supply volume recorded**
- **Any stored supply should be held in secure area eg locked or with CCTV**
- **All waste should be consigned to a secure waste disposal company with a written contract to guarantee the disposal/recycling of all waste**
- **Waste for recycling should be:**
 - **Secured on the vehicle on departure by padlock or numbered plastic tags**
 - **Documented with the following details:**
 - **Weight if available**
 - **Number of tags if used**
 - **Collection vehicle registration number**
 - **Date and time of vehicle departure**
- **Copies should be mixed with other magazine titles if possible, full bundles split & held loose in bins for transportation**
- **All staff should be made aware of the implications of magazine supplies falling into the wrong hands**

PPA is very keen to understand the steps you are taking to ensure magazine security so that we can assure publishers. Additionally, any feedback and comments on this SMART Guide would be much appreciated at: retail@ppa.co.uk.