



GREENING NEWSSTANDS: REPORT SHOWS HOW PUBLISHERS CAN INCREASE ENVIRONMENTAL STEWARDSHIP AND NEWSSTAND REVENUE, SALES

“Green Paper” Tips Outline Best Industry Practices for Environmental and Economic Challenges

Washington, D.C. – August 25, 2009 – Newsstands can be more profitable and also better stewards of the environment, according to a major new “green paper” from the Green America Better Paper Project and Next Steps Marketing.

Geared to magazine publishers, the new paper – titled “Newsstand Marketing and Distribution: Green at Retail” – outlines ways that publishers can achieve higher efficiencies, increased sales, and build better brand awareness, even as they are having a more positive impact on the environment.

“Some progress has been made but the magazine industry and environmental protection can still become better allies,” says Frank Locantore, Director of the Green America Better Paper Project. **“When on average 65-percent of newsstand copies go unsold and magazine publishers are struggling financially one can make a strong financial and environmental case for greater newsstand efficiency.”**

“We hope to provide practical solutions to publishers so they can reap the rewards of better efficiencies, reduced costs, and greater profitability while becoming green at retail,” says Máire Walsh, Director of Client Services at Next Steps Marketing.

Tips for socially conscious newsstand marketing including better efficiency through order regulation, zero copy sales and non-returnable distribution are outlined in the green paper. In addition, the paper provides tips for better marketing and distribution through testing new markets, limiting risk, maximizing your frequency, examining cover price and paper options, and exploring environmental promotions

The new “green paper” is available online at:
<http://www.greenamericatoday.org/PDF/GreenAtRetail.pdf>

According to the new paper, the changing economy and growing green movement encourage stakeholders in the newsstand channel to explore how to take more responsibility to reduce the channel’s environment impact. Some changes include more publishers switching to recycled paper, wholesalers embracing recycling unsold copies, and retailers—spearheaded by Green America Better Paper Project initiatives— supporting environmental leaders in the

industry by providing premium retail placement to magazines printed on recycled paper. Wholesalers, retailers, and publishers are discovering that by implementing environmental practices they can reap benefits including additional revenue, greater newsstand sales, and improved brand image.

For a more comprehensive list of magazines using recycled paper and sustainable production processes, visit Green America's Better Paper Project website: <http://www.BetterPaper.org/>.

The Better Paper Project and Next Steps Marketing create special promotions on high-visibility magazine racks at Barnes & Noble, Hastings Entertainment, and other bricks and mortar stores, as well as online with Amazon.com for magazines that use recycled paper. They are working on expanding these promotions to additional online and retailer properties in order to recognize and promote the achievements of magazines committed to environmental leadership.

ABOUT THE GROUPS

Green America's mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society. Green America's Better Paper Project (<http://www.BetterPaper.org/>) provides assistance and resources to magazines in order to help them become more sustainable and alleviate the pressures placed on forests by printing on recycled paper and using sustainable production processes.

Next Steps Marketing (www.nextstepsmarketing.com) builds and engages audiences online, in print, and at retail. From direct mail to email marketing to retail and social marketing, Next Steps Marketing connects audiences to your products.

CONTACTS: Frank Locantore, 202.872.5308 or frank@GreenAmericaToday.org; and Máire P. Walsh, 415.773.2044 or maire@nextstepsmarketing.com.