

# VOUCHERS

GUIDANCE ON THE DESIGN, PRODUCTION AND  
PROCESSING WITHIN THE NEWS INDUSTRY

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Version 4

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## 1. Introduction

Welcome to the 4<sup>th</sup> edition of the JIG Voucher Guidelines. This document provides guidance for the application of best practice in voucher design and processing. Adherence to these principles will provide a platform for the smooth and efficient processing of vouchers throughout the supply chain.

The guidelines are endorsed by:

- The National Federation of Retail Newsagents (NFRN),
- British Retail Consortium (BRC),
- Newspaper Publishers Association (NPA),
- Periodical Publishers Association (PPA) and the
- Association of Newspaper and Magazine Wholesalers (ANMW)
- Association of News Retailing (ANR)

### Best Practice Objectives

- (a) To create a voucher campaign that is clear to understand for both consumers and retailers
- (b) To achieve maximum publisher campaign effectiveness.
- (c) To ensure production and processing operates efficiently throughout the supply chain
- (d) To achieve Industry Standard Service Agreement (ISSA) requirements.
- (e) To adhere to ANMW / PPA / NPA best practice guidelines

Poorly designed vouchers that do not follow best practice create both retailer and, more importantly, reader confusion. This leads to reluctance to redeem, adds considerably to retailer and wholesaler processing costs and reduces the effectiveness of the promotion.

### Scope

These guidance notes cover the news industry requirements for vouchers that give “money off” a nominated magazine or newspaper and have been designed to be redeemed through the retail / wholesale / clearing houses. They also outline the requirements for all parties within the supply chain.

Since the introduction of these guidelines in 2004/5 the number of errors generated by non-compliance to these standards has significantly reduced. Your cooperation in ensuring all new vouchers put into the news supply chain by your companies meet these guidelines is greatly appreciated.

One area I would like you all to focus on in 2008 is ensuring vouchers meet the guidelines for size / shape

If you have any comments or questions please contact

Howard Birch, Chairman JIG Vouchers  
Tel. 01793 563692  
Email [howard.birch@smithsnews.co.uk](mailto:howard.birch@smithsnews.co.uk)

## 2. Voucher Creation – Checklist

### Confirm the following –

- 1 The voucher wording is legal, unambiguous and clear for the consumer and retailer to understand.
- 2 The voucher clearly identifies the cash value, the product and the offer is clear and easily understandable to the retailer and it would therefore be accepted at the till.
- 3 The consumer redemption date is clearly shown on the front of the voucher
- 4 The voucher number is correctly compiled and is encoded within the EAN-13 symbol.
- 5 The size of the bar code symbol, both the magnification and the bar height.
- 6 There are adequate 'quiet zones' for the bar code symbol.
- 7 Key lines are not surrounding the bar code on the final voucher.
- 8 That any additional PIN bar codes have been correctly positioned and encode the correct information.
- 9 That all voucher bar codes scan correctly first time.
- 10 The retailer redemption period meets the minimum industry requirements
- 11 The voucher meets the minimum and maximum size requirements.
- 12 Handling and clearing houses must be notified in advance of voucher campaigns, and additionally should be notified if the voucher is subject to over-redemption insurance cover.
- 13 That no other printing will obscure the bar code symbol on the finished voucher.
- 14 The voucher clearing-house must be notified in advance if the additional information needs to be captured or the vouchers need to be retained.

### 3. Creating a Voucher?

When a voucher is issued consumers, retailers, wholesalers and clearing houses each have requirements to handle it efficiently.

- It must be made clear to **consumers** what they're being offered, where the offer can be redeemed and the time duration for the offer.
- **Retailers** are relied upon to accept vouchers and give consumers the correct saving and it is in the interest of all promoters to ensure that their vouchers can be processed quickly and efficiently by all retailers, wholesalers and clearing houses.
- Anyone responsible for the design and/or issue of a voucher to be redeemed through the retail or wholesale trade should refer to these guidance notes to ensure that their vouchers adhere to the requirements of good design.

#### 3.1 General Guidance

In most instances vouchers are handed to retailers as part of a cash payment and it is, therefore, **vital that the cash value is clearly shown on each voucher** to prevent confusion at redemption and possible delays at retailer checkouts. Vouchers are often presented to newsagents at busy periods and therefore to ensure retailers' commitment to voucher redemption, the voucher redemption value and validity instructions should be easy to read.

To avoid confusion with permanent and promotional cover price changes, it is recommended that the reduced retail price is not included on vouchers.

Separate vouchers should be issued for each promotional value. Multiple choice/value vouchers should be avoided for the following reasons:-

- 1 They create confusion
- 2 There is a risk of inaccurate completion

Where multiple choice/value vouchers are used, a handling allowance surcharge may be incurred.

Vouchers printed within publications or leaflets, should not have Bar Codes or validity dates too close to cut out lines to avoid damage when cut or torn from the publication.

Where possible, vouchers should be issue specific and only show their "money off" cash value on the front of the voucher.

Whilst it is important for the marketing message to be conveyed, it is important that the voucher itself is unambiguous. The narrative of the pack or surrounding text can employ emotive and powerful messaging "for £1" "half price" but must easily understand by all levels of staff. So the value of the voucher must be predominant on the voucher itself.

With the exception of the reader redemption validation date (which should be shown clearly on the front of the voucher), redemption instructions should be in small print. Wholesaler redemption instructions are not required on vouchers, as these must be agreed prior to the distribution of the voucher.

Promotional messages should not be included on vouchers to ensure the value and validity message of the voucher is easy to read by both the reader and retailer.

A clear indication around the border of the voucher itself should appear as dotted or "cut" lines.

Also check that the voucher is not printed on the reverse of another voucher, or on the reverse of any other bar code.

### 3.2 Internet Vouchers

At present the Institute of Sales Promotion member companies are not recommending the use of vouchers printed from the internet but this will be kept under review. In the meantime, publishers issuing them should be aware of the danger of fraudulent copying and claims.

### 3.3 Voucher Handling Costs

Where a promotional scheme takes the form of a voucher that is redeemable through the newstrade the following costs will be incurred:

- A handling allowance for the retailer.
- A handling charge from the wholesaler / voucher clearing house.

These costs should be budgeted for when planning a voucher campaign.

### 3.4 Voucher Size and Shape

Vouchers should all be of a similar size to ease the handling process at retail, wholesale and clearinghouses. Very large or very small vouchers should be avoided as these add to the handling time and to overall process costs.

Rectangular

- Minimum size: 42mm height x 64mm width
- Maximum size: 92mm height x 128mm width

Vouchers that are incorporated into leaflets or other promotional material should be easy to detach, preferably perforated.

### 3.5 Voucher Text

Vouchers should carry clear instructions to both consumer and retailer on usage and redemption.

**Consumer instructions** should be worded along the following lines:

*Hand this voucher to your newsagent to claim your copy of "The Daily Newspaper or Magazine". Only one voucher can be used against each item purchased. Please do not attempt to redeem this voucher against any other product as refusal to accept may cause embarrassment and delay at the checkout.*

*Or*

*Present this voucher to your news retailer to receive xxp off the cover price of "The xxx" on the date indicated overleaf. This voucher may only be redeemed against a single copy of "The xxx". Not valid in conjunction with any other offer. Vouchers are not transferable and are not valid outside the UK.*

**Retailer instructions** should be worded along the following lines:

*The "Daily Newspaper / Magazine" thank you for accepting this voucher. Please return this voucher to your wholesaler to receive your credit + handling allowance within X days from the consumer expiry date printed on the front of this voucher, or specific date.*

*Or*

*The xxx thanks you for accepting this voucher. Please return it within xx days of receipt (or specific date) to your wholesaler to receive the amount of xxp plus xp handling charge. Notice: this voucher is not transferable. Accepting it in lieu of payment for any other article constitutes fraud.*

### 3.6 Closing dates

Where an offer closing date is applied, this should be clearly and prominently marked using the words “Valid until...”

### 3.7 Redemption Periods

The consumer redemption expiry date for Magazine issue specific promotions should be a minimum of 4 weeks after the end of the on sale period, for Newspapers this should be a minimum of 2 months.

For non-issue specific promotions, the consumer redemption expiry date will be as advised by the publisher on the voucher notification advice. Wholesaler redemption to retailer will be determined by the wholesalers’ final date for credit as advised by publishers on the voucher notification advice. This should be a minimum of 8 weeks after the redemption expiry date for Magazines and 5 months for Newspapers.

	Newspapers	Magazines
Min Consumer redemption period	8 wks, 48 days	4 wks, 28 days
Min Retail redemption period	2 wks, 14days	2 wks, 14 days
Min Wholesaler redemption period	20 wks, 140 days	6 wks, 42 days
Total number of days after off sale	30 wks, 202 days	12 wks, 84 days

To support reducing retailer shrink, Wholesalers will credit late “Retailers Voucher Returns” providing it is within the wholesaler’s redemption period.

### 3.8 Value

The sterling value should appear once as a **bold figure** on the front face.  
The words "**OFF**" should appear in one bold typeface.

### 3.9 Materials

Vouchers should be printed on durable material of a weight and texture, which is easy to handle without vouchers sticking together or ripping although special care will be needed to ensure that the bar code will scan.

## 4. Voucher Bar Codes

### 4.1 Positioning

The size and definition of printed bar codes should follow international standards to ensure detection and "read" by electronic barcode reading equipment.

Bar codes should be placed where they cannot be rendered "unreadable" as a result of a newsagent's stamp or reader handwriting.

Voucher bar codes where possible must be unique for each promotion.

EAN13 to be at least 19mm high (including the numbers underneath) and 21mm across with the number printed beneath it.

EAN13 must have a clear white space around it of 2mm on the left and right and 1mm at the top and the bottom.

The EAN13 is to be printed black on a white background.

The value encoded in the bar code should be the same as the face value of the voucher

This includes the light margins that surround the bar code, and are safeguarded by the leading digit 9 on the left hand side and the light margin chevron on the right hand side. Key lines should not be printed near the bar code as they may cause difficulties when the bar code is scanned. The bar code, including its surrounding light margins, should be located at least 4mm from the base and right hand edge of the voucher.

Please note that the magnification range for EAN symbols is from 80% to 200%. The minimum magnification factor that can be used depends on the printing method and substrate. Using a magnification factor smaller than the print quality can sustain, will impact on the ability to scan.

It is recommended that a scanning quality check should be made on all bar codes during production to ensure they read correctly first time.

### 4.2 Structure



The use of EAN 13 bar codes is **essential** to enable prompt and efficient processing of vouchers through the supply chain. Voucher Bar Codes have a different structure to publication Bar Codes and require a voucher issuer number that can be obtained from the [e-centre](#) (10 Maltravers Street, London WC2R3BX. Tel: 020 7655 9035; fax: 020 7681 2296. N.B. Numbers are only issued to ANA member companies.) An issuer is allowed up to 1000 vouchers before another number is required.

A new voucher barcode must be allocated for each new voucher value and/or redemption period. Voucher barcodes and reference numbers must not be reused within a **36 months** period.

The code for use in the UK is as follows: 99 YYYY NNN VVV C

99YYYY is the voucher issuer number;  
NNN is the voucher reference number;  
VVV is the redemption value  
C is the check digit.

Voucher reference numbers are used to identify individual voucher promotions. Every different voucher promotion, redemption and validity period should be allocated a different number. Voucher reference numbers may be re-used 36 months after the issue of the voucher with that number.

The redemption value of the voucher is directly represented from 1p (VVV = 001) to £9.98 (VVV = 998). For values greater than £9.98 the code 999 is used and the redemption value is key-entered at the checkout.

Different voucher reference numbers must be allocated when there is any change to the:

Face value; Expiry date; or Promotion;

The Issuer number changes when the brand owner changes. All future vouchers issued should use the new brand owners Issuer Numbers. Failure to do so could incur costs on both parties.

#### 4.3 PIN Codes



Additional bar codes can be added to the voucher to provide more information for either the manufacturer, retailer or voucher clearing house or all parties. This information is usually encoded in a PIN bar code.

The additional bar code can be used to track the promotion, tie the voucher back to information in a database or to identify specific information such as demographics etc.

In addition to scanning the voucher barcode in order to pass credit to the retailer, the wholesaler / clearing house may also scan the voucher PIN (Personal Identification Number) barcode to provide marketing data to the publisher.

The PIN Barcode must:

- Have a clearance of 2mm on all sides.
- Be 45mm x 12mm in size
- The number must be displayed beneath each PIN barcode.

This bar code should be printed where possible horizontal to the main bar code and at least 5mm from the edge of the main bar code (including light margins) so as to avoid mis-scans.

If the reverse of the voucher is used, the main bar code should be on the front of the voucher and the PIN code on the reverse.

This additional bar code can be placed anywhere on the voucher, ensuring that its placement will not impact the clarity of the voucher, e.g. along the top left corner of the voucher.

#### 4.4 PIN Code Structure

When a second bar code (PIN) is used for mail shot consumer analysis, this must **not** be in an EAN 13 format.

The convention for PIN bar codes is ITF 2 of 5, which produces a barcode of flexible length.

It is recommended that PIN codes do not exceed 36 characters and these should incorporate the following structure:

Ch 1-4	supplier/publisher identity (issuer number)
Ch last	check digit - calculated using modulus 10 standard.

PIN bar codes should be printed in line with industry standards for cover Bar Codes on newspapers and magazines including the surrounding light margins.

For example, these can be printed using a Code 39 or an Interleaved 2 of 5 symbols.

Contact your clearing house for further information, symbol content and advice.

The scanning quality of these symbols should also be checked before circulation.

Any dates must follow 'month, day, year' format if printed or 'dd.mm.yy' if lasered.

An internally driven handling code number can be inserted in this space for internal control, for example manufacturer or handling house code.

## **5. Communication**

Notification of the issue of all new vouchers is required from Publishers to Wholesalers, Retail Multiple groups and Voucher Clearing Houses.

This notice should be via the standard information advice as detailed in Appendix 2.

The barcode must be advised, as all future communication will be referenced by the voucher's unique barcode.

All producers of vouchers should ensure that they have established communications with multiple retailers.

No vouchers should be launched without prior advice. Where practicable, to ensure the inclusion of a new voucher on systems prior to possible return by retailers, it is recommended that 14 days notice be given.

New "Mail Shot" vouchers should be advised prior to the commencement of the mail shot as redemption may commence immediately for consumer/reader home delivery or "keep" forward requirements.

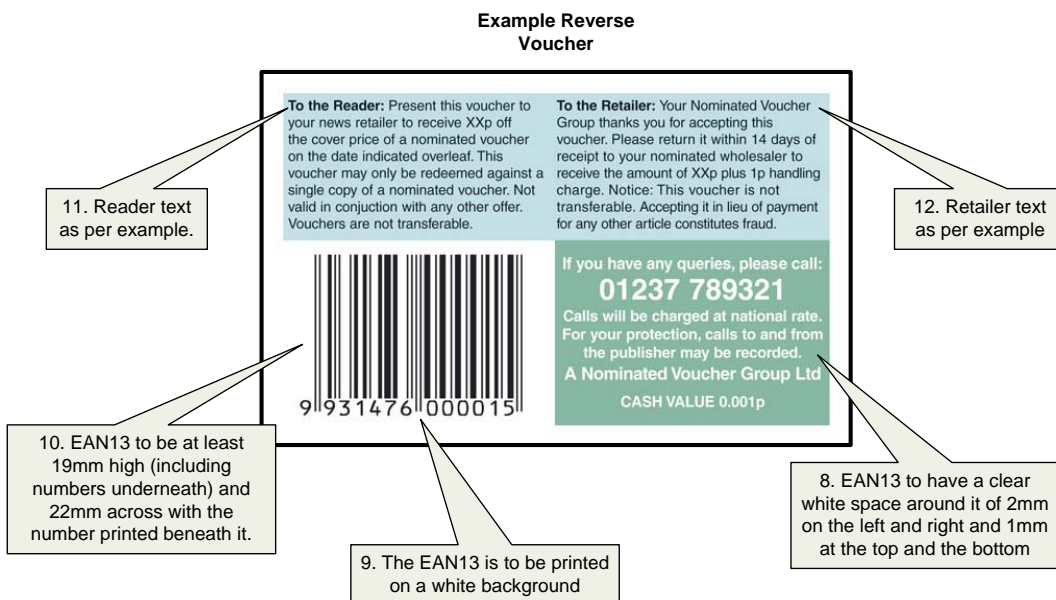
Where changes to the published price of a publication affect the value of vouchers in circulation, publishers are required to provide prompt advice of the new value for each voucher affected. To enable credit to be correctly passed on to retailers, any change to voucher value should be advised prior to any possible consumer redemption.

Publishers should bear these in mind when setting the 'valid from' date when issuing the Voucher Notification Advice.

To ensure maximum redemption compliance by retailers it is strongly recommended that the redemption period guidelines above be applied.

Appendix 1

## Standard Voucher Specification and ANMW Voucher Notification Form





**Appendix 2**

**ANMW Voucher Notification and Sign off Form**

Please complete all sections:

Publication	
Publisher:	
Voucher Name:	
Barcode:	
Face Value of Voucher e.g. XXp off:	
Reader/Consumer Redemption Start date:	
Reader/Consumer Redemption End date:	
Retailer Claim deadline	
Wholesaler Claim deadline:	
Retailer Handling allowance:	
Wholesaler Handling allowance:	
Total Handling allowance:	
Action following Wholesale processing:	KEEP / DESTROY
Kept Vouchers to be forwarded to:	
Destination Name:	
Position:	
Address:	
Pin Data capture required:	YES / NO
Pin Capture Handling allowance:	
Pin Code Character length:	

*Please attach a voucher example:*

Sign off:

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Time: \_\_\_\_\_

## Appendix 3

# JIG Newspaper and Magazine Publisher / Wholesaler – Standards and Best Practice Agreement - Issue 1

## Voucher Processing - Newspaper & Magazine Publishers

### Objectives

- Accuracy of claims by wholesalers
- Prevention by wholesalers of error / fraud at retail level
- Timeliness of data sent to publishers
- Minimisation of queries and administrative burden
- Timeliness of credits from publishers to wholesalers
- Uniformity of voucher format and wholesaler / publisher procedures

The publisher should ensure that each voucher will confirm to the following:

- Display a 13 digit EAN
- Apply to one publication only (as long as it doesn't limit it to issues of a publication)
- Minimum size: 42mm height x 64mm width
- Maximum size: 92mm height x 128mm width
- Clearly show the cash value

Accurate voucher details should be advised to wholesalers before being put into the market place using the agreed Voucher Notification Form or other agreed method.

The value of the voucher will stand in the event of product price reductions

The value of a voucher will be increased to incorporate the new retail price if the promoted title is subject to an increase in price after the voucher has been printed.

Consumer redemption expiry will be:

- Newspapers a minimum of 2 months after the issue on sale period
- Magazines a minimum of 4 weeks after the issue on sale period

*\*Please note that some PPA members are giving a minimum retailer period of 8 weeks. Please clarify with your magazine distributor.*

Wholesaler redemption expiry will be:

- Newspapers a minimum of 5 months after the consumer redemption date
- Magazines a minimum of 8 weeks after the consumer redemption date

Publishers will notify wholesalers of any vouchers or voucher claims that are ineligible for credit with the reason for ineligibility, within two days of the claim.

Vouchers should be clearly identified and credited on the next available publisher / distributors invoice

Where a wholesaler provides additional services for the publisher, charges for which have been agreed by the publisher, payment will be made within 30 days of receipt of the invoice

Affidavit and fully electronic claims for vouchers will be accepted where wholesalers can demonstrate accuracy and provide an audit trail

Where publishers utilise an in-paper voucher, the actual exchangeable part of the voucher should be positioned in such a way that its fraudulent removal from retailer unsolds is highlighted by such removal also causing the Part removal of the barcode.

### **Additional Newspaper Standards**

Publishers / Distributors or their handling agencies will credit returned vouchers or voucher claims and the relevant handling allowance

### **Additional Magazine Standards**

Publishers / Distributors or their handling agencies will credit returned vouchers or voucher claims, the relevant handling allowance and any carriage charges involved

## **Wholesaler Best Practice**

100% scanning or counting of all vouchers will be carried out, either by the wholesaler or an external agency

The claim issued to the publisher will equal the total scanned or counted voucher returns

Claims will be submitted on a weekly basis and within 7 days of receipt of retailer claim

Claims will be broken down by type of voucher and wholesaler location

Supporting information will be made available to publishers, electronically where possible, detailing claims by voucher type

Where the physical returns of vouchers is requested, these will be sent weekly to the publisher or nominated agent no later than the date of transmission of the claim, in line with contractual agreements with postage paid

Vouchers not requested for return will be shredded or disposed of securely

Full supervised access will be allowed for the publisher or agreed nominated representative to audit all stages of the process by mutual agreement

### **ISSA, version 7: Section 7 -Voucher Processing**

The wholesaler will send their retailers a claims form each week to be returned to the wholesaler or designated voucher-handling agency.

Voucher recall notes will provide a facility to manually insert vouchers for return that are not pre-printed on the recall note

## Appendix 4 – Updated January 2008

### Voucher Clearing House - Contact Lists

Valassis Ltd.,  
Bangrave Road,  
Weldon South,  
Corby,  
Northants. NN17 1NN

Tel: 01536 400123  
WEB: WWW.VALASSIS.CO.UK

MRM Promotional Services,  
Barberton House,  
Fardon Road,  
Market Harborough. LE16 9NR

Tel: 01858 410510  
WEB: WWW.MRM.CO.UK

Voucher Redemption Ltd.,  
7 Wollaston Crescent,  
Wollaston Industrial Centre,  
Basildon,  
Essex. SS13 1QD

Tel: 01268 725156  
WEB: No Web Site

Garland Voucher Services,  
Fleck Way,  
Teesside Industrial Estate,  
Cleveland,  
Thornaby. TS17 6JS.

Tel: 01642 764747  
WEB: [www.garland-voucher.co.uk](http://www.garland-voucher.co.uk)

Coupon Information Limited,  
Unit 1A,  
Causeway Park,  
Wilderspool Causeway,  
Warrington. WA4 6WS

Tel: 01925 232820

Institute of Sales Promotion  
Tel: 0207 837340

## Appendix 5 – Updated January 2008

Publisher	Contact name	Telephone	E-mail
Aberdeen Journals	Allister Shacklock		<a href="mailto:a.shacklock@ajl.co.uk">a.shacklock@ajl.co.uk</a>
Aberdeen Journals	Andrew Kindness		<a href="mailto:a.kindness@ajl.co.uk">a.kindness@ajl.co.uk</a>
Ad Trader	See Comag - Susan Parkin	01895 433730	
Archant	Richard Kirby	0208 504 0455	<a href="mailto:Richard.Kirby@MarketLink.co.uk">Richard.Kirby@MarketLink.co.uk</a>
Archant	Archant - Nick Jones	01603 772224	<a href="mailto:Nick.Jones@archant.co.uk">Nick.Jones@archant.co.uk</a>
Archant	Richard Shvlin		<a href="mailto:richard.shevlin@lancashirelife.co.uk">richard.shevlin@lancashirelife.co.uk</a>
Archant	Zoe Porter	01438 866161	<a href="mailto:Zoe.Porter@archant.co.uk">Zoe.Porter@archant.co.uk</a>
Archant	Ian Henderson		<a href="mailto:ian.henderson@cheshirelife.co.uk">ian.henderson@cheshirelife.co.uk</a>
Archant	Chris Trahearn	01527 558470	<a href="mailto:Chris.Trahearn@archant.co.uk">Chris.Trahearn@archant.co.uk</a>
Associated Newspapers	Sally Wolfenden		<a href="mailto:sally.wolfenden-gull@dailymail.co.uk">sally.wolfenden-gull@dailymail.co.uk</a>
Associated Newspapers	Graham Brearley		<a href="mailto:graham.brearley@dailymail.co.uk">graham.brearley@dailymail.co.uk</a>
Associated Newspapers	Sara Drysdale	0207 9387151	<a href="mailto:sara.drysdale@anladvantage.co.uk">sara.drysdale@anladvantage.co.uk</a>
Associated Newspapers	Golnoosh Khadivi	0207 9387105	<a href="mailto:golnoosh.khadivi@dailymail.co.uk">golnoosh.khadivi@dailymail.co.uk</a>
Auto Trader North West	See Comag - Susan Parkin	01895 433730	
Bath Chronicle (BEPP)	Corinne Wakefield	01225 322322	<a href="mailto:C.Wakefield@bepp.co.uk">C.Wakefield@bepp.co.uk</a>
Birmingham Post & Mail	Danny Sohota	0121 2345423	<a href="mailto:Danny_Sohota@mrn.co.uk">Danny_Sohota@mrn.co.uk</a>
Birmingham Post & Mail	Jeff Rainden	0121 2345192	<a href="mailto:jeff_rainsden@mrn.co.uk">jeff_rainsden@mrn.co.uk</a>
Bristol United Press/Western Daily Press	Amy Davis	01179 343506	<a href="mailto:a.davis@bepp.co.uk">a.davis@bepp.co.uk</a>
Business (The)	Guy Luc Van den Bunche		<a href="mailto:glvdb@thebusiness.press.net">glvdb@thebusiness.press.net</a>
Business (The)	Ray Kidd	07836 79610048	<a href="mailto:rkidd@thebusiness.press.net">rkidd@thebusiness.press.net</a>
Comag	Mary Cosgrave	01895 433745	<a href="mailto:mary.cosgrave@comag.co.uk">mary.cosgrave@comag.co.uk</a>
Comag	Susan Parkin	01895 433730	<a href="mailto:susan.parkin@comag.co.uk">susan.parkin@comag.co.uk</a>
Cornwall & Devon Media	Gregg Adams	01872 247520	<a href="mailto:gadams@c-dm.co.uk">gadams@c-dm.co.uk</a>
Daily Mail	Paul Jobber	0207 9386717	<a href="mailto:paul.jobber@dailymail.co.uk">paul.jobber@dailymail.co.uk</a>
Daily Mail	Sophie Gow	0207 938 6786	<a href="mailto:sophie.gow@dailymail.co.uk">sophie.gow@dailymail.co.uk</a>
Daily Record	Malcolm Macdonald		<a href="mailto:m.macdonald@dailyrecord.co.uk">m.macdonald@dailyrecord.co.uk</a>
Eastern Counties News	Phil Reay	01603 772221	
Evening Standard	Kate Amos	0207 9387431	<a href="mailto:kate.amos@standard.co.uk">kate.amos@standard.co.uk</a>
Evening Standard	Scott Murray	0207 9387951	<a href="mailto:scott.murray@hqp.co.uk">scott.murray@hqp.co.uk</a>
Express	Paul Goddard	0871 5207771	<a href="mailto:paul.goddard@express.co.uk">paul.goddard@express.co.uk</a>
Express	Paul Latham	0207 9227648	<a href="mailto:paul.latham@express.co.uk">paul.latham@express.co.uk</a>
Farmers Guardian	Emma Williamson	01772 799452	<a href="mailto:Ewilliamson@cmpinformation.com">Ewilliamson@cmpinformation.com</a>
Frontline/BBC	Thomas Mitchell	01733 882479	<a href="mailto:thomas.mitchell@flgroup.co.uk">thomas.mitchell@flgroup.co.uk</a>
FT	Graham Randell	0207 8733492	<a href="mailto:graham.randell@ft.com">graham.randell@ft.com</a>
FT	Martin Ashford	0207 8733000	<a href="mailto:martin.ashford@ft.com">martin.ashford@ft.com</a>
Guardian/Observer	Vandana Chauhan	0207 2399680	<a href="mailto:vandana.chauhan@guardian.co.uk">vandana.chauhan@guardian.co.uk</a>
Guardian/Observer	Robert Rattley	0207 2399680	<a href="mailto:robert.rattley@guardian.co.uk">robert.rattley@guardian.co.uk</a>
H. Bauer	See Frontline Thomas Mitchell		
Herald (The)	Eileen O'brien		<a href="mailto:eileen.obrien@glasgow.newsquest.co.uk">eileen.obrien@glasgow.newsquest.co.uk</a>
Herald (The)	Jean Neill		<a href="mailto:jean.neill@glasgow.newsquest.co.uk">jean.neill@glasgow.newsquest.co.uk</a>
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