



Press release  
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## **Quality content drives success at RN, latest ABC figures show**

Nine out of 10 retailers paying full price for a trade magazine buy RN, latest newtrade Audit Bureau of Circulation (ABC) figures show.

In the year to 30 June 2016 an average of 13,316 retailers bought the weekly magazine, the industry figures confirm.

“RN keeps me up-to-date,” Jasder Jatana, who runs a 2,500 sq ft Family Shopper in March, East Anglia, said.

“It provides great tips for product placement and inspires my staff to try out new ideas.”

“What makes RN’s achievement more remarkable is the market is saturated with free alternatives,” Newtrade marketing manager Tom Mulready said.

“We invest in great journalists who produce brilliant content that tells independents what they need to know,” he said.

“Newtrade is the go-to expert for business development in the independent news and convenience markets.”

Ends.

Notes to editors

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