

Newspaper Supply Allocations

The allocation of Newspapers uses a complex system of historical sales data, seasonality, national & local news stories and the estimated sale by post code. We have your previous sales data and your allocation will depend on the factors outlined above.

The allocation for News International titles is normally completed by the publisher using a system called Pressage but allows our news managers to input revisions to your supply requested by you. If you know of a local event that will change the estimated sale at your shop or the sales at your shop will change please contact us. For example you have increased or decreased your Home News Delivery (HND).

Deadlines for allocation change requests

Day of Issue	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Deadline for revisions 12:00	Friday	Monday	Tuesday	Wednesday	Thursday	Wednesday (16:00)	Wednesday (16:00)

