

## INSIDE MAGAZINES

## NDD GROWS: NEW DEALS FROM READER'S DIGEST & CONDE NAST



These US Conde Nast titles will now be distributed in Australia by NDD.

Further to our items about magazine distribution in Australia last week, NDD has told us that far from having a bad week, they have been busily building their business. While it is correct that they are losing a few UK titles sourced from Comag to Gordon and Gotch, Comag had only approximately 6% of its business with NDD. Gordon and Gotch recently lost the Conde Nast portion of the Comag portfolio to NDD which is believed to have represented over 40% of Comag's titles. In addition NDD has also picked up all the Conde Nast US titles, which were also formerly distributed in Australia by Gordon and Gotch. When asked about the win by *Mediaweek*, NDD general manager **Rayma Creswell** said, "We won all of the Conde Nast English-speaking titles based on our performance with the domestic Conde Nast titles and their total endorsement and recommendation."

NDD has also just renewed its contract with Future Publishing UK (where ex-ACP MD **Colin Morrison** is COO). The company has also renewed its contract with Reader's Digest. Both of these contracts are believed to have been tendered out to all distributors with NDD winning the business.

Audited titles currently distributed by NDD (excluding the Time Inc titles) increased sales by 15% year-on-year. In a release, NDD pointed out that titles distributed by other companies declined a total of 1% in the same period. In the release, Creswell said: "**Retailers want titles that are moving off the shelves fast and we are delivering.** We focus on proactive and high standards of support to both our retailers and clients and have led the field on innovation and initiatives in marketing, technology and streamlining business practices – we deliver and in turn, enjoy terrific support."

As to the the recent business losses, Creswell said: "As far as Time Inc titles are concerned, we cannot control the politics and changing alliances of a rationalising publishing sector. We see Time go, we see *Good Taste* come, and now we're in *Vogue!*"