

**Outlet Opportunities**

**Sell our publications in your store.**

**Summary**

The majority of Birdy Publications magazines are relevant to the local community. For that reason, local businesses are invited to sell our magazines and profit from their sales. The average acceptable margin shop owners gain as profit from magazine sales is about 19%, however, we offer 25% of the sales price to all our outlets.

**How outlets earn money**

Outlets buy bulk the amount they foresee selling and keep their profit. For example:

- The VoucherBook costs £5 p/copy.
- 50 copies equal a gross income of £250.
- The outlet buys 50 copies at £187.50 (£3.75 each) but sells them at £5 each.
- With £1.25 profit on each sale, using the above example could earn you £62.50.

**Would you like to trial being an outlet?**

Becoming an outlet is an easy way to make extra income. If you're interested but would like to trial it first, contact us today.

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