

CMMI, a leading Canadian marketing company exits the magazine, book and music brokerage business. TNG Canada will continue as wholesaler and take on all former CMMI customer and supplier relationships.

Burlington, ON, April 26, 2023 – CMMI Canadian Mass Media Inc., and TNG Canada are pleased to announce that with CMMI exiting the periodical, book and music business, TNG will take on the roles previously held by CMMI including category management, retailer (including data management and accounts receivable) and supplier relations to the related industry. TNG will assume all CMMI employees, data and some select IT assets to support the business and the transition. It is expected that this transition will be final in the next few months as TNG will set up new vendor numbers, EDI and all with the former CMMI retailers. We look forward to welcoming the CMMI team and establishing direct relationships with the former CMMI magazine, book and music customers.

About TNG

Founded in 1907 TNG is one of Canada's largest direct store delivery operators, with over 30 warehouse locations, 150 trucks and 1200 merchandising specialists, serving all provinces and territories.

We specialize in complex logistics, including reverse logistics for our clients. We handle products such as magazines, books, music, craft beer, SodaStream, textiles, and textured haircare products.

About CMMI

CMMI was formed in 1994 to serve Canadian retailers as a marketing company consolidating data, marketing and customer service and accounts receivable for the 35 Canadian periodical wholesalers that operated in the various regions of the country. In fact, TNG was within this group back at the origin of CMMI and was an early shareholder. Over the years the periodical wholesalers have consolidated to one national Wholesaler, TNG effectively eliminating the need for an entity formed to support 35 wholesalers. With this in mind, CMMI owner Dan Shapiro thought it was time to transition the marketing services to retailers for magazines, books and music and focus on other growing products and services that CMMI offers to Canadian and American retailers.

Dan and his family have been in the business for 73 years and as Dan says, “we are honored to have served the Canadian periodical space on a multi-generational basis for almost a century and we know that TNG will do a superb job moving the business forward”. CMMI will continue as an organization supporting Canadian retailers with consolidated newspaper billing, along with providing other products and marketing services to retailers.

Paul Benjamin will continue to work with TNG, supporting the CMMI team as part of the transition and beyond. He will also work with TNG to develop new business opportunities. On the CMMI side he will continue to manage the newspaper business.

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