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**CHANNEL MANAGEMENT AND DISTRIBUTION IN PRINT MEDIA WITH
REFERENCE TO NEWSPAPER INDUSTRY IN TAMILNADU, INDIA**

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ABSTRACT

Channel management is a term used to describe how companies gain control of multi-step, complex distribution channels to maximize revenues and reduce costs. Channel-management activities have historically been a challenge for the manufacturer. The purpose of this paper to assesses the impact of channels of distribution and channel management in print media whilst taking cognizance of the mediating effect of supply chain management. The study was undertaken in India with the sample of 450 respondents who are in Newspaper industry, Tamilnadu, India. Data has been collected through questionnaire which was evaluated using AMOS (Analysis of Moment Structure) to validate the conceptual framework. The findings reveal that channels of distribution and channel management have significant impact on the processes of newspaper production and distribution. Hence, the model structure adopted in this study fits well and confirms that attention should be given regarding the need for global coordination of products, production and distribution. This paper's contribution is not as much in offering a schema as it is in suggesting an analytical plan/process that helps in visualizing structures and associated strategies de novo.

Keywords: Distribution, Supply chain management, Print media, Channel management, Impact