

Halse, Kirsten

From: James Hutton [REDACTED]  
Sent: Monday, 16 July 2007 11:47 AM  
To: Adjudication  
Subject: Exclusive dealing notification N90330 lodged by Eastern Suburbs Newspapers

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To whom it may concern,

1. Yes, The Beast does carry real estate display advertising. It is extremely important to our publication as our biggest client is a real estate agent and we rely on the revenue from them and a number of other real estate clients. We are having trouble securing real estate advertising because of the contracts that local agents have with the Courier newspapers.  
A lot of the real estate ads we get are branding ads such as promos for agents because they can't spend much with us advertising properties for sale and this has had a massive impact on our financial viability.
2. It is a very big constraint, we are in a choke hold at the moment with the Courier's contracts effectively keeping us out of the market.
3. It would be virtually impossible to establish a new real estate magazine in this area due to the Courier's contracts.
4. I believe that would advertisers would be able to very effectively substitute their Courier advertising with a number of other options if they weren't on contract.
5. As above.
6. I am constantly hearing agents complaining about The Courier and their restrictive contracts. I have had agents say straight out that they can't advertise with us because of their contracts. I have even had vendors wanting to place ads in The Beast for their properties but their agents wouldn't allow them to do it because of The Courier's contract and that was the point when I really started to get pissed off about it.
7. We charge \$1,540 for a full page (including GST). The real estate clients who advertise with us at the moment are currently paying just \$795 per page because we need to lower our rate to keep them within their contract requirements, it really is beyond a joke.

8. [REDACTED]

Cheers,

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James Hutton  
Pelican Publications  
[REDACTED]

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