26 November 2012

Mr Adrian Goss
General Counsel
ACP Magazines Limited
54 Park Street
Sydney NSW 2000

Dear Mr Goss

Third line forcing notification N96244 lodged by ACP Magazines Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 2 November 2012. The notification has been placed on the ACCC's public register.

ACP Magazines Limited proposes to offer a 6 month subscription via Magshop on condition that consumers purchase certain Samsung tablet devices or smart phones from participating Australian retail outlets.

The proposed magazine subscriptions include 4x4, Australian Dirt Bike, APC, Burke's Backyard, Cleo, Dolly, Good Food, House and Garden, Money, Motor, TechLife, Real Living, Recipes Plus, Rolling Stone, Street Machines, Wheels, Women's Fitness, and other magazines.

Legal protection conferred by the notification commenced on 16 November 2012.

On the basis of the information that you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that ACP Magazines Limited will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register.

If you wish to discuss any aspect of this matter, please do not hesitate to contact Anna Giannakos on (03) 9290 6920 or by email at anna.giannakos@accc.gov.au.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch