

Pfitzner, Laura

From: Michael - Horsham Newsagency <michael@horshamnewsagency.com.au>
Sent: Thursday, 19 March 2015 1:42 PM
To: Adjudication
Subject: A91472 - magazine publishers of Aust submission in the subject column.

To whom it may concern

Magazine publishers and distributors need to

1/ use sales data to determine allocations to newsagents

2/ allow early returns

3/ allow newsagents to set supply and opt in on new titles rather than the push method used now

4/ allow newsagents to cancel titles at any stage

Newsagents are unfairly treated in this area in that currently they have no control over what they receive and how long they are required to have it displayed. The existing model is unsustainable and detrimental to the financial profitability of newsagents.

Regards

Michael Vincent

Horsham Newsagency