

Blanch, Belinda

From: Inprint Magazine Distribution <inprintmag@m2data.com.au>
Sent: Friday, 27 March 2015 11:39 AM
To: Adjudication
Subject: A91472 - proposed magazine of aust submission

Categories: Submission

Dear Sirs

This proposal needs to be rejected on many grounds, but the suspension of early returns will lead to suspension of accounts, due to non payment and eventually business closures.

Currently as newsagents I think we all agree the supply channel in it's present form is outdated and flawed. The changes proposed DO NOT improve the situation for a small distribution newsagent like myself.

We have many magazines that we currently distribute to our subagents that have 3 months or more shelf life with a sell through of less than 25% and these titles are replaced with new issues monthly. Control on quantities issued is nearly non-existent (contrary to what is pro-ported) and to carry 2 issues of the same title which is effectively dead stock, due to space requirements on my subagents shelves or in my backroom, is a situation which will put me out of business.

I carry the Magazine distribution companies for many thousands of dollars each month, and cannot be asked, for no reason than it suits them, to carry monies for any further. Unfortunately EARLY RETURNS are my ONLY mechanism to stay solvent. Surely supply quantity and fairness should be something ALL parties need to adopt but, in an already unjust system, shifting the goalposts further in favour of publishers and distributors will not help the situation.

I have never in my professional life been involved in an industry that seemingly preys on it's own. As a newsagent I have little or no control on supply, both in quantities or titles, cancel one title and it is replaced with two.... need extra stock... sorry cannot get more but another channel may have excess. This is just the tip of issues. I acknowledge that change is required and inevitable but this trial will be to the detriment of many small business' in an already challenging industry and environment.

Please consider rejecting this proposal in it's current form

Thank you for reading

David & Bev Selway
Inprint Magazine Distribution
Gawler South, SA 5118



This email has been checked for viruses by Avast antivirus software.

www.avast.com