

Submission from Associated Newspapers Limited

12th May 2004

Re: your ref: TPL/01 The Archant/INM merger inquiry

Thank you for your invitation to comment on some issues raised by this merger. We have no objection to you publishing the views expressed in this letter on your website, and attributing them to Associated Newspapers Limited (ANL).

The titles giving rise to the inquiry are circulated in local markets to the North and East of Greater London. Both the *Evening Standard* and *Metro* compete with these papers, specialist advertising titles, and other media for the local advertisements they carry. The local classified advertisements in the *Stratford Express*, *Barking and Dagenham Post*, and *Romford and Havering Post* especially those for jobs are canvassed regularly by our sales staff. Advertisers who have the ability to switch between those titles and the ANL titles include: The Metropolitan Police, The Instructor College, Abbey, DFS, and the London Boroughs of Newham, Barking and Havering.

In addition, Archant will now be better placed to offer classified advertisers region-wide packages to compete with other regional publishers (like Amra) as well as the coverage offered by the *Evening Standard* and London *Metro*.

We also consider that Archant's acquisition of these titles will increase the competitive activity in the display advertisement market. Archant's increased coverage of London will help it to compete for region-wide display advertising as well as classified.

Again it will be in competition with regional media (TV, radio, posters, cinema and regional publishers) and our own titles. The merger will also enhance Archant's ability to compete with all other media for national display advertising through its entire network of regional titles.

Yours sincerely

Mike Anderson