

Archant's competitors

Archant's competitors in north London

1. Archant told us that, in this part of London, its acquired and existing titles faced competition, particularly in property advertising, from both newspapers and specialist publications. In 2001, two property publications—*Fabric* (a 140-page title distributed to 80,000 households) and *Avenues* (a 56-page publication, which distributes 82,000 copies, in two editions)—were launched. In February 2004, *Prime Location*, another specialist property publication with 52 pages, appeared, with a distribution of 90,000 copies. Archant told us that these titles joined a number of longer-lived competitors including: *Loot*, *London Property News*, *Hot Property Local*, *Evening Standard*, *Metro* and *The Sunday Times*.
2. For motor advertising in north London, Archant told us that its major competitors included the *Evening Standard*, *Auto Exchange* and *Auto Trader*; for retail: *Islington Tribune*, *Jewish Chronicle*, *Jewish News*, *London Property News*, *Fabric*, *NW Magazine*, *North and Angel*; for recruitment: the *Evening Standard*, *Metro*, *Islington Tribune*, *Girl About Town* and the *City and Islington News*; and for classified advertising: *Camden New Journal*, *Islington Tribune*, *Haringey Advertiser*, *Haringey Independent*, *Evening Standard*, *Metro*, *Jewish Chronicle*, *Jewish News*, *Ms London* and *NW Magazine*.

Archant's competitors in east London

3. In east London, Archant told us that the main competitors it faced in the major advertising categories included, for property: *The Wharf*, *Leyton & Leytonstone Guardian*, *Evening Standard*, *Metro*, *Hot Property*, *East London & West Essex Guardian Property*, *Avenues*, *London Property News*, *East London Property Mart* and the *Sunday Times*; for recruitment: *Waltham Forest Independent*, *Evening Standard*, *Metro*, *East End Life*, *The Voice*, *Job Opportunities*, *Works for me*, *London Jobs*, *Loot Recruit*, *9-5* and *Girl About Town*; for motors: *Waltham Forest Independent*, *The Wharf*, *Leyton & Leytonstone Guardian*, *Evening Standard*, *East London Enquirer*, *Auto Freeway*, *Auto Exchange*, *Auto Trader* and *Van Finder Weekly*; for retail: *The Wharf*, *Leyton & Leytonstone Guardian*, *Evening Standard*, *East End Life*, *East London Enquirer*, *The Voice*, *London Property News* and *North*; and for classified: *The Wharf*, *Evening Standard*, *East End Life*, *Loot* and *the Voice*.

Archant's competitors in the Post area of east London and Essex

4. In these parts of London and Essex, Archant told us that the main competitors it faced in the major advertising categories included: for property: *Evening Standard*, *Metro*, *Hot Property*, *Property Mart*, *Daltons Weekly* and *the Yellow Advertiser*; for recruitment: *Evening Standard*, *Metro*, *Job Opportunities*, *Loot Recruit*, and *the Yellow Advertiser*; for motors: *Evening Standard*, *Auto Freeway*, *Auto Exchange*, *Auto Trader*, *Auto Weekly* and *the Yellow Advertiser*; for retail: *Essex Enquirer*, and *the Yellow Advertiser*; and for classified: *Friday Ad*, *Exchange and Mart (Southern)*, *Loot Essex* and *the Yellow Advertiser*.