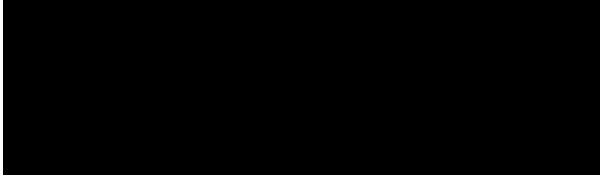


5 December 2018



Official Information Act #18.112 – Newspaper Advertising

1. We refer to your request of 13 November 2018 where you asked whether the Commerce Commission (the Commission) has investigated newspaper advertisers in relation to pricing, in particular discounted pricing (the example you gave was: advertisers who say their “rate card” for a certain advertisement is \$2,000, but they can offer a deal for a third of that).
2. We have treated this as a request for information under the Official Information Act 1982 (OIA).

Our response

3. We have decided to grant your request.
4. We confirm that the Commission has not investigated newspaper advertisers, in relation to pricing or otherwise.
5. If you have any questions in regards to this request, please do not hesitate to contact us at uia@comcom.govt.nz

Yours sincerely

Rosie Brown
OIA Coordinator