

13 April 2010

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SENT VIA EMAIL & POST

Email: [REDACTED]

Dear [REDACTED]

Melbourne Weekly Magazine

Reports have been published in the media that your business has made certain advertising commitments to a new real estate publication which will circulate in the same distribution area as Fairfax Media's Melbourne Weekly Magazine.

As an important advertising client of Fairfax Media and, in particular, the Melbourne Weekly Magazine, we are obviously interested in better understanding your intentions. As you will appreciate, your advertising is important to us for the maintenance of our business.

To that end, can you confirm the reports that you have entered into some arrangement – whether through a shareholding or other financial interest or as an advertiser – with the new publication? Can you tell us when the new publication will first be published?

Second, can you please confirm in writing to what extent you intend to advertise in Fairfax Media publications going forward? Can you also please confirm what level of advertising you intend to (or are committed to) place in the new publication going forward? If you do intend to change your advertising arrangements in any Fairfax Media publications, we ask that you give us sufficient notice of your intentions. In particular, we would appreciate it if you could let us know how many weeks' notice you will give us in the event that you decide to withdraw your advertising from any of our publications – we trust that 30 days would be a proper period, given that reflects our current terms of trade.

Third, Fairfax believes that the interests of vendors will be best served if they are given a choice about whether to advertise in the Melbourne Weekly Magazine or in the new publication, or in both. In this regard, Fairfax wishes to know whether you intend to offer vendors a choice of publication, or if your arrangement with the new publication involves an exclusive commitment. If the latter, could you provide us with an indication of how long the exclusivity will last?

We very much hope that you will continue to advertise with Fairfax Media publications and, in particular, the Melbourne Weekly Magazine. Fairfax Media will continue to offer agents and vendors a proven, professional, and independent suite of publications and platforms through which to market their properties.

Yours sincerely



Don Churchill
Chief Executive and Publisher – Melbourne Publishing