

Interstate Classifieds: Q&A - UPDATE

I'm an interstate reader. Why can't I get Domain, My Career or Drive in my copy of Saturday's Age anymore?

From July 18, Saturday's classifieds inserts – Domain, Drive and My Career – will no longer be distributed interstate. That is because it has become clear to us that most interstate consumers don't need or use those sections.

The information in those sections has not been lost though, and is available by going online to:

www.domain.com.au

www.mycareer.com.au

www.drive.com.au

Our online sites even have additional functionality such as search options (for example, domain – find the home you want in the postcode and price range you want).

Please note that the popular sections – A2 and Good Weekend – are still available, and are now conveniently placed inside the interstate copies of the main paper, so you won't have to look for a second "stack" of the paper.

But why are you stopping the classifieds sections going to interstate copies of the paper?

The rising cost of fuel and airfreight affects our interstate distribution. This puts pressure on us to increase prices above what we believe our readers would be willing to pay.

Haven't you already just increased the price of interstate copies anyway?

Yes, the price of some interstate copies has recently gone up, but only enough to cover recent increases in freight costs.

We would have to significantly increase the cover price again to keep sending all the classifieds sections interstate.

I don't have the internet. How am I supposed to access the information offered in the classifieds sections?

We are offering a special subscription service to anyone who wants a printed version of the classifieds sections. For \$120 for 52 weeks, we will post the relevant sections to you each week via Australia Post. To subscribe to the service, please phone subscriber services on 13 66 66.

Is there any possibility that this decision will be reversed?

No. Stopping the printed versions of Domain, Drive and My Career in interstate copies of the paper was a financial necessity. To reverse the decision would involve a substantial increase in the price of the interstate copies of the paper beyond what we think the market can bear.

This is unacceptable. I will no longer buy The Age.

We're always sorry to lose readers. However, as a business we can't do things that will lose us money. Certainly, we value you as an Age reader, and can only hope that you will acknowledge the benefit of The Age and will soon start buying The Age again for all the other good things that it offers.

Buying The Age will still give you access to most of the content we offer in print, much of it produced by some of the best journalists and writers in Australia. We also have our classifieds online at
domain.com.au
mycareer.com.au
and
drive.com.au.

If you wish to give us any more feedback, please write to:

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or email: subscriber.benefits@theage.com.au