



**Determination No. M/05/038 of the Competition Authority, dated 22<sup>nd</sup> July, under Section 21 of the Competition Act, 2002**

**Notification No. M/05/038 – Proposed acquisition by The Leinster Leader Limited of Tallaght Publishing Limited**

**Introduction**

1. On 29 June 2005 the Competition Authority, in accordance with Section 18 (1) of the Competition Act, 2002 (“the Act”) was notified, on a mandatory basis, of a proposal whereby The Leinster Leader Limited (the Leinster Leader) would acquire the entire issued share capital of Tallaght Publishing Limited (Tallaght Publishing). The Authority informed the parties and the Minister that it considers the transaction to be a media merger within the meaning of the Act.

**The Parties**

2. The Leinster Leader is a private limited company established in Ireland. It publishes several regional weekly newspaper titles in the Republic of Ireland including the Leinster Leader, the Dundalk Democrat, the Leinster Express, the Offaly Express and the Limerick Leader. The Leinster Leader is principally circulated in Country Kildare. There is limited coverage of this newspaper in the surrounding counties of Wicklow, Carlow, Meath and Dublin.
3. Tallaght Publishing publishes The Echo (Tallaght Edition) and The Echo (West Edition), both of which are weekly local newspapers circulated in parts of the greater Dublin area. The Echo (Tallaght Edition) is circulated primarily in Tallaght, Templeogue, Firhouse, Knocklyon, Ballyboden, Rathfarnham, Terenure, Saggart and Rathcoole. The Echo (West Edition) is primarily circulated in Clondalkin, Ballyfermot, Lucan, Palmerstown, Walkinstown, Crumlin, Drimnagh, Inchicore and Chapelizod.

**Analysis**

4. As described above, The Leinster Leader has various publications. Of these, only The Leinster Leader has some limited overlap with one of Tallaght Publishing’s publications – The Echo (Tallaght Edition). Although both publications are targeted at different regions, there is very limited overlap in the border areas of the geographic regions where the Leinster Leader and The Echo (Tallaght Edition) are circulated, namely Saggart and Rathcoole. Analysis has shown, however, that advertising in The Leinster Leader is targeted at various towns in Kildare such as Naas, Celbridge, Newbridge, Athy and Clane, whereas advertising in The Echo (Tallaght Edition) is targeted primarily at Tallaght, with much more limited advertising directed at Walkinstown, Clondalkin and Rathcoole. The proposed transaction does not therefore give rise to competition concerns.



**The Competition Authority**  
An tÚdarás Iomaíochta

## **Determination**

The Competition Authority, in accordance with Section 21(2) of the Competition Act, 2002, has determined that, in its opinion, the result of the proposed acquisition by The Leinster Leader Limited of Tallaght Publishing Limited will not be to substantially lessen competition in markets for goods and services in the State and, accordingly, that the acquisition may be put into effect subject to section 23 of the Competition Act 2002.

**For the Competition Authority**

**Edward Henneberry**  
**Member of the Competition Authority**