GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

27 February 2013

Northwood (Cardiff) Ltd is a small locally run and owned residential lettings business that operates primarily in the Cardiff and Newport areas. We are in our eleventh year of trading and regularly use radio as one form of marketing our business. We have used both Real and Global for this purpose and see them as a way of reaching very different audiences. Capital to reach the younger professional audience and Real to reach an older one. Therefore in order to reach all of our target market, i.e. any person that owns a property and needs an agent to let it out, has required us to invest in both networks.

As any business we have a limited marketing budget and see radio as just one means of reaching our customers. Social media, the internet and traditional media such as papers, magazines and bus adverts are all competing for this budget. We will continue to consider local radio as a viable option so long as sufficient investment is made by the stations in order to attract a sizable portion of our audience that will compete with other media.

Northwood Cardiff Ltd