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Aachener Verlagsgesellschaft buys Limburger Weekbladpers

Aachener Verlagsgesellschaft (AVG) wants to take over the door-to-door papers of Limburger Weekbladpers from Uitgeversmaatschappij De Limburger. An agreement in principle between both companies was concluded today.

Uitgeversmaatschappij De Limburger must sell Weekbladpers after the Netherlands Competition Authority made the takeover by De Telegraaf conditional upon this disposal.

In view of the future development of an euregional economy, AVG sees the takeover as an opportunity to expand its door-to-door paper activities with a market area bordering its own Super Sonntag and Super Mittwoch publications distribution area. The company aims to strengthen still further the present leading market position of Limburger Weekbladpers in Limburg.

Besides being reviewed as part of the internal advice procedure with the Works Council, the proposed sale also needs the approval of the Netherlands Competition Authority.

Both publishers wish to conclude a final agreement in the first quarter of next year.

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