

"CONTINUE BUSINESS AS USUAL"



John's message is loud and clear - "don't let extreme members of society dictate to us through terror"

From the FAPIA Chairman

In writing this message to you all, I have been reflecting on how different is the world in which we all work and live since my last message. I feel

that the most important thing that we can all contribute, is to continue. Just that, to continue and not allow the more extreme members of society to dictate to us through the medium of terror. If you have been unsure about attending Vancouver – don't be. Just go. If you are considering whether or not to attend Amsterdam next year. Just go. We are more than just a trade association. We are an international community of friends and colleagues that spans the globe. If we allow ourselves to be fractured and divided out of fear then the terrorists have won and FAPIA has failed to rise to the challenge that currently faces so many inter-national organisations like ours.

I am looking forward to visiting Vancouver for the first time next month. I hope to visit *Buy & Sell's* offices. I want to gain a better understanding of the North American market and yes, to visiting Ken & Mike's restaurant!!

A potential recession in North America and Europe will damage the revenue streams of many members; it will be useful if we can swap ideas and concepts for dealing with this problem. It is the sort of challenge which proves what a valuable resource FAPIA can be for its members.

I would like to thank John McBain, Mike Abbott, Ken Conquer and all of the Vancouver team for their kind invitation, their perseverance and hard work regarding this Conference. I want to extend a special word of thanks to Lynn, Maria and last but not least Marielle, who have been short-staffed for most of this calendar year and working under very difficult circumstances to put this event together.

We, your Committee, are currently working on the strategies and actions that will take FAPIA forward for the next period of our development. I would like to thank all of the members who have contributed to this process and to request those of you who have not to date, to please contact the committee members either by email (see back page of this Newsletter for email addresses) or at the conference to give us your opinions and suggestions for the future direction of FAPIA.

John Whelan
FAPIA Chairman

YOU'RE IN THE MONEY

At the FAPIA General Meeting in Copenhagen this year, publishers voted to distribute a large portion of FAPIA reserves to its current members.

The excess reserves of about Euro 400,000 have accumulated as a combined result of budgeted projects being delayed (i.e FAPIA website), bank interest, and a number of cost savings. The former Committee recommended that as much of the reserves as possible be returned to the members because FAPIA could be liable for company tax if the reserves continued at such a high level. They also felt it would be fairer on existing members in light of our opening up in 2002, as well as providing a 'clean slate' for the new Committee and new situation.

The new Committee met in July this year and calculated how much should be

returned to each member. After a minimum of Euro 100,000 was left in reserves for unseen expenses, the remaining Euro 300,000 was divided out based on the number of UMC's each member pays and the length of time they have been a member.

The process of paying back is now almost complete with Euro 260,689 returned to 63 members. Seven companies decided to keep their share on credit so Head Office can deduct future bills from there. Head Office is still waiting on bank details from four members in order to pay out their share.

The overall procedure went relatively smoothly and resulted in some very satisfied members who were not aware of the payback (read your FAPIA Newsletters if you don't attend FAPIA General Meetings!).

If you have any queries about the reserve payback, please contact FAPIA Head Office.

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FEE PROPOSAL 2002

The Committee will be presenting the following membership fees for 2002, as part of the overall proposed budget, during the Vancouver General Meeting in November.

The membership fees cover the cost of running the association and are charged every year.

○ Entrance Fee	€ 1000 (for members joining the association)
○ * Membership Cost	€ 3600 yearly per publishing company
○ Ad Exchange	€ 1000 (entrance fee for eligible new members)
○ * System Usage Costs	€ 0.20 per repeat unit
○ Paid-to-Print System	€ 0.90 Per commercial repeat unit € 0.15 Per private repeat unit

*Preliminary figure

The proposed fees for 2002 are based on the new flat fee structure. This means one fee per publishing company, regardless of how many papers/online sites they have, and one fee per member to participate in the Ad Exchange programme.

Article continued on page 2

HEAD OFFICE CONTINUES DESPITE SHORTAGE

Since April there has been a staff shortage at the FAPIA Head Office. Firstly, the Executive Director left the office on 17 April. The Committee is now searching for a new Executive Director.

Lynn Cullimore took on the responsibility of managing Head Office, and other tasks were shared between the staff. From the beginning of May, Events & Communication Manager Maria Kilgour, went on maternity leave. Maria still did some work from home during that time - we saw a Newsletter over the summer, and a programme for the next General Meeting in Vancouver was put together. To cover for at least part of the staff shortage Lynn Cullimore offered to work 32 hours a week, instead of the 20 hours a week she was previously working.

At the beginning of September, Maria returned to the office and Lynn went on maternity leave. Maria is now working 32 hours a week, taking one day a week as holiday to spend more time with her son. In the office, we also have of course FAPIA Administrator, Marielle Saegaert who works fulltime. Maria and Marielle will do everything to ensure the office continues to function. They are working very hard now to make the General Meeting a success. Reduced staff capacities in changing times for the Association is very challenging.

The Committee greatly appreciate the efforts of the Head Office staff to make things work. Both Lynn, and now Maria's acceptance, to do the daily managing of the office, your patience with the lack of an Executive Director to take his/her part of the work is requested.

If you would like further information or have ideas for the position of Executive Director, please send an email to the Chairman, John Whelan at John.Whelan@buyandsell.ie.

From the FAPIA Executive Committee

Continued from Page 1

Previously the membership fee was based on the number of UMC's paid by a publishing company. It also included access to the ad exchange programme.

The proposed fee structure reflects the new situation FAPIA will be in from 1 January 2002. The association will be open to new types of publishers, who must pay a fee to belong to FAPIA, plus if they publish a traditional free ads paper, they must pay a secondary fee if they qualify to participate in the ad exchange.

The fees are part of the 2002 budget and will be voted on by the membership in Vancouver. If the members accept the proposed budget (distributed in your conference folder in Vancouver), this also means they accept the membership fees. A full explanation will be given by the Treasurer in Vancouver. The 2002 budget proposal will not be distributed beforehand as the Committee must meet pre-conference to agree on all items.

If you are not attending Vancouver and would like to discuss the proposed fees, please contact FAPIA Treasurer Dorthe Eren by email: dorthe.eren@dba.dk.

MEMBER VIEWPOINT

A Tragedy with global effects

It is because of the shock, sorrow and anger that September 11, 2001 will be one of those dates that everyone will remember where they were on *that* date for the rest of their lives. The impact of the terrorist attacks on the World Trade Center and the Pentagon is and will be felt for years to come. The now counter air-strike attacks by the US are fethering even more uncertainty in the world. The effects of this new-war are so far reaching, it leaves no person untouched, nor company or organisation unaffected. Fortunately our FAPIA friends, *Loot New York* who were some blocks away from the World Trade Centre, survived unscathed.

A number of members from around the globe were asked to comment on the economic effects the terrorist attacks have had on their business. For space, we could only include a few:

FROM CANADA: The shocking events in New York and Washington are by now well known to all of us, and the effects have already been felt in the Great White North. Tourism is down significantly, with some major resorts in the Rocky Mountains claiming a cancellation rate of up to 70%. Hotels in Calgary have experienced a significant decline in the number of American visitors. Calgary is an important destination for people who work in both the energy and agriculture sectors. Yet, people from the United States are just not travelling, preferring to do their business over the phone. Many international companies based in Calgary have suspended all travel, both domestic and international, until after December 2001. Not surprisingly, the travel and tourism industries seem to have been hit the hardest, causing a feeling of general uncertainty and local anxiety.

So what effect have the terrorist attacks had on our free ads business? My initial take would be none, as it seems that for us at least, it's business as usual in Calgary. Our greatest strength is that we are a highly localized business. Bargain Finder services the city of Calgary and the surrounding towns that make up the greater metro area. The big question is what effect the ongoing military action will have on consumer confidence in general? Will people cut back on advertising? Will they want to hoard their cash and not spend it? These are difficult questions to answer at the best of times, and impossible to answer given the current uncertainty. This much I do know. Bargain Finder is a major source of advertising for our commercial clients. We are neither a secondary nor ancillary form of media.

I would expect that our commercial clients would not reduce the amount of advertising that they currently run with us. People still need to sell things and still need to buy things. If consumers want to have more of their own cash on hand, then perhaps even more so than before people will be looking to sell things second hand. However, let's face it. These are unique and exceptional times and there is no way to predict with any degree of accuracy what will happen to the local economy.

**Joel Cochrane, General Manager
The Bargain Finder Press Ltd., Alberta**

FROM SOUTH AFRICA: Not much affect yet. We are pretty much out of the firing line (politically speaking) and anything economically will have it's effects felt later.

We had a good September month but are really feeling it October. Our currency has dropped almost 10% so nationally speaking inflation will rise and this will effect our entire economy and naturally print advertising.

**Felix Erken, General Manager
Junk Mail, Johannesburg**

FROM BRAZIL: Here the NY drama had the same effect as everywhere in the occidental world: 40% less movement at the airports and hotels, people being fired by the Aeronautical companies and factories (Embraer competitor of Canadian Bombardier), vehicles market is down and companies are firing people...the stock market couldn't be worse, affected also by Argentina's crisis.

At the moment our own market has not yet been affected by all these things but we are not sure it will continue like a little piece of paradise in the middle of....

**Franco Ucelli, Publisher
Primeiramao, Brazil**

FROM CANADA: The immediate impact on our business was in our classified telephone lines. On that day (11 September) we received perhaps one quarter of the calls we normally would, and classified lines were quieter than normal for about a week after.

With regard to business advertising, there was some impact, but not to any great extent.

**Kim Tyler, Publisher
Super Shopper, Ontario, Canada**

FROM INDIA: The FreeAds business in India is not significantly affected. Most of our advertisers' business is local and is not affected in the short term. Importantly, India has been experiencing terrorism for many years now, making us more patient and resilient.

**Sidharth Gupta, General Manager
Free Ads Delhi, India**

editors note

I can't say much more other than we (Head Office) appreciate the support of our Committee during these uncertain times. I suggest we all heed the advice of Chairman, John Whelan, from his page 1 column and just get on with things...just do it! We plan to in Head Office.

It is full steam ahead for Vancouver. Please remember, you must come to the registration desk to collect your conference packs - **THEY WILL NOT BE DELIVERED TO YOUR HOTEL ROOM**. I am trying to eliminate unnecessary costs to our ever-increasing GM budget. The registration desk will be available from Wed. 31 October in the Ballroom Foyer of the hotel.

I am in Vancouver from 27 October. For urgent matters, you can reach me by mobile (+31-6-15067378). Marielle Saegaert will be in the office during the week of the conference to deal with all other queries. Catch you in Vancouver!

Maria Kilgour, Editor

Web Notes from the USA

Village Voice is a free circulation alternative newspaper serving the NYC area. Very strong in rentals. VoiceM@ail is a paid service that allows the user early access to the information in the classifieds (real estate and employment as well as all other categories). According to an article in Classified Intelligence Report (12 Sept.), revenues estimated at \$200,000 per year.

www.villagevoice.com/classifieds/voicemail

The same article referred to Recycler.com's early access program whereby they had revenues from this service of \$80,000 per year.

www.recycler.com/asp/moreinfoearly.asp

John Roy of *The Bargain News* is a featured speaker in Vancouver and will be discussing his revenue model for his free ad paper's web site, which includes ad placement fees for private party ads and dealer sites.

www.bargainnews.com/BNO/dealadop.cfm

In contrast to his free access web site, www.thewantedad.com, the web site for The Want ADvertiser, a commission ad classified weekly publication serving the Boston metropolitan area, has very limited access to its web site.

Take your choice. But it might be worth a beer or two!

WANTED:

ONE GOOD EXECUTIVE DIRECTOR TO GUIDE FAPIA INTO 21st CENTURY

Do you have any suggestions or recommendations? Do you know someone who could fill this role? Please contact any member of the Committee ASAP.

FAPIA Calendar

The 33rd FAPIA General Meeting will take place in Amsterdam, The Netherlands.

Dates: 25 - 27 April 2002

Venue: Golden Tulip Barbizon Palace
Prins Hendrikade 59-72
1012 AD Amsterdam

www.goldentuliphotels.nl/gtbpalace

Full details will follow in FAPIA Newsletter 94. If you would like to be considered as a speaker or chairperson for this conference, please contact Head Office.

The original destination for the 34th General Meeting, Las Vegas, has been cancelled as a large number of members indicated their preference for European-based meetings with relation to time and cost. We are looking for a host for this meeting. If you would like to be considered as host for the November 2002 meeting or for a future meeting, please contact Maria Kilgour at Head Office for details (M.Kilgour@fapia.nl).

Winner!



Jason Zeelie, General Manager of *Junk Mail* Johannesburg is the lucky winner of the Vancouver registration prize draw. As a first time FAPIA GM attendee, Jason gets to enjoy a Victoria Excursion Tour (for two) while in Vancouver, compliments of Gray Line Tours.



VANCOUVER NOTICEBOARD



After much discussion, the Committee voted to proceed with the Vancouver General Meeting following the US events. FAPIA Honorary President Mike Abbott was quoted as saying "It was a unanimous decision of the Committee and membership to continue with the conference despite the concerns over air travel during these difficult times and following the wishes of Prime Minister Cretien and US President Bush to continue with business as usual".

IMPORTANT TO NOTE:

Programme change: Keynote speaker, Dan Donaghy, Classified Ventures, regretfully had to cancel his session due to the US events. Steve Ferber will move to the 09.30 slot, and Johy Roy will be the only speaker at 10.30.

Registration Desk: Please collect your conference folder and welcome bag from the Registration Desk in the Ballroom Foyer of the hotel. THESE WILL NOT BE DELIVERED TO YOUR ROOM. The Registration Desk will be operational from Wednesday 31 October.

Committee Election: Two more places are available on the Committee. Nominations can be made during the GM and a vote will take place in the Business Meeting if there are candidates.

Display Tables: Please send your papers/merchandise to the hotel (www.buysell.com/fapia for address details) to arrive after 27 October. FAPIA will ensure your material is displayed for the duration of the conference.

Internet Cafe: Keep in touch with home at the *Buy&Sell* Internet Cafe located in the Ballroom Foyer (table top area). The Internet Cafe is open from 8am-8pm daily on conference days.

Discounted Car Rental: Budget Rentals offer FAPIA members special car-rental rates from 25 October - 10 November 2001. Booking details will be available at the Information Desk in the Ballroom Foyer of the hotel.

Things to Do: Gray Line of Vancouver offer 10% discount to FAPIA members on their special tours. Details at the Information Desk.

Departure Tax: Don't forget to save some cash for your airport departure tax - (CDN) \$10 for other North American destinations, \$15 for destinations outside of North America.

Smoking Laws: Vancouver is a smoker's delight. Smoking is not permitted in public buildings, public transit, restaurants, or shopping malls. Smoking is permitted in taverns, nightclubs and casinos where minors are prohibited. (Hélène, Jack assures you'll be okay!!!)

DID YOU KNOW THAT...

...the number of mobile phone users who intend to engage in m-commerce is falling steadily, according to a new report from AT Kearney (4 October 2001).

Mobile phone users in Finland, France, Germany, Japan, the UK, and the US were polled for the report. The intent to buy goods or services using a mobile phone was only 4 percent, down from 12 percent six months ago and 32 percent in June 2000.

Even in Japan, where Web-enabled phones are most common, the intent to buy using a phone was down to 7 percent, from 17 percent in January 2001 and 42 percent in June 2000.

Two percent of those polled had actually purchased something using their phone, up from 1 percent six months ago. Germans were most likely to engage in mcommerce as 7 per-cent of respondents there had done so in the six months prior to being surveyed.

The study also found that SMS use grew by 10 percent in the past six months. Among 35 to 54 year olds, SMS use grew by 20 percent in the same period, and among the over 55s, it grew by 14 percent.

Ref: www.nua.com/surveys/index

WIN a free registration to...

Editor & Publisher's 13th Annual Interactive Newspapers Conference & Trade Show in San Jose, CA, (USA), February 6-9, 2002. The biggest, best and most powerful get-together of interactive newspaper professionals each year.

FAPIA members can register now and save \$400 off the regular \$1,495 rate. Plus ONE FREE registration will be given away at the FAPIA General Meeting in Vancouver. Stop by E&P's display table and register with the chance to win a \$1,495 registration FREE. The lucky recipient will be announced in the Business Meeting on the Saturday.

Your Comment!

FAPCOM in the Future

This is a short overview of what I think FAPCOM, or rather FAPICS, should be able to do in the future. I refer only to the ad exchange as I think email has largely taken over FAPMAIL or will do so in the future. FAPDATA should be in a better format on the website.

FAPICS/The ad exchange should be based on the same principle of simplicity as now. We need to bear in mind that papers of different technical levels and standards need to be able to use this system. An ad exchange programme needs to be able to handle different kinds of ads: text ads; photoads; power ads (with a header) or other "semi display ads"; ads for online publications.

The ad entry programme should ask for:

- Private/Commercial ad, or
- Type text/photo/power (negative), or
- Online/print

Then the system should ask for a classification (we need far more than today). When all this information has been

given, the system should show only the publications that allow this type of ad, e.g. car-magazines only show when a car classification is selected, not when a "male seeks male" classification is chosen.

Finally the system should ask how long the ad published for. We need to define what a repeat unit is. In print it's fairly obvious, but what is one repeat online?

There should be space for the sending paper to note customer name, phone number, etc. for database purposes.

As for a Proof of Publication system, it should be a "what date is your ad published" system. When a publication imports ads, they are automatically asked what publication the ad will appear in, the date, etc. For online publications it should be from which date to which date the ad will appear. This information should automatically be relayed to the sending paper so when we look up an ad, we can see when it is supposed to be published.

Dorthe Eren, FCP
Den Blå Avis, Denmark

PERSONAL COLUMN

HEAD OFFICE

- FAPIA Operations Manager, Lynn Cullimore gave birth to baby girl on 19 September. Weighing a healthy 3.7kg, Morgan Saskia Helen Cullimore is now growing very fast to catch up with big brother Sam. Lynn expects to return to FAPIA beginning of January 2002.



MANAGEMENT CHANGES

- *Annoncen-Avis*, Hamburg - Michael Bang farewells the free ads industry in search of new tasks and new challenges. His parting message to publishers was to highlight that we're not just free ads publishers but publishers who have a fantastic know-how in software, call-centre, Internet, production, print and ad-selling, meaning many new profit giving products can be made.
- *Bargain Pages*, Birmingham - after 6 years in the Managing Director shoes, former FAPIA Chairman Mike Schwarz has left the free-ads business after a re-structure of the company. Mike intends to return to hotel marketing and guide publishing. Good luck Mike!

FCP CHANGES

- *Annoncen-Avis*, Hamburg - FCP Marion Clausen has been lured by bustling Berlin. Doris Szonn is now FCP.
- *Bargain Finder*, Edmonton - we bid farewell to FCP Nancy Reid who left for a new job in Edmonton. Sheila Clulow will be handling FAPIA until a new FCP has been appointed.
- *Segundamano*, Madrid - Eva Garcia says goodbye after serving FAPIA ranks for several years. Cristina Torrente and Pepa Izquierdo will take over her role.

TOP PICKS

FOR SALE: One pair
hardly used dentures,
only 2 teeth missing,
\$100 OBO. Call Ira 878-
99 after 6. O29

LOST: One Inflatable doll.
Answers to Sugar. If found,
contact Jack.

WANTED: Somebody to go back in time
with me. This is not a joke. P.O. Box 309,
Capitola, CA 95010. You'll get paid after
we get back. Must bring your own
weapons. Safety not guaranteed. I have
only done this once before.

TURKEY — FOR SALE *Partially
eaten. Only eight days old.
Both drumsticks still intact.
\$23.00 obo. 407*

Thanks to Janine Ruthven from
CapeAds who sent in these ads.
If you have any humourous ads
you'd like published, email them
to M.Kilgour@fapia.nl.

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BEST COUPON AWARD

Deadline is 19 October to enter your paper for the chance to win the Best FAPIA Coupon 2001 award and have your coupon included as the 'example-coupon' in the information pack sent out to potential members. Post a hard copy of your coupon to Marielle Saegaert, FAPIA, Rokin 36-II, 1012 KT Amsterdam, The Netherlands. The winner will be announced in Vancouver. Get to it, whatcha waiting for?...

Communication Key to Ad Exchange Future

OVERVIEW OF FCP SURVEY RESULTS

The FCP General Survey from July 2001 provided an outline of the quality of the (internal) communication of FAPIA. It seems the leading role FCP's hold within our association where the (external and internal) communication is concerned is often underestimated and neglected. The success of the ad-exchange depends largely on it, yet a majority of FCP's feel FAPIA is more about networking than about the International Ad Exchange. This is just one trend emerging according to the recent FCP Survey (uploaded to the FAPCOM library) of which 36 FCP's responded.

In general, there seem to be two major concerns: the (near) future might force FAPIA to revise FAPCOM in a major way, where the system is now proving 'sufficient', in a few years it could lag behind from a rapidly evolving technology. This is due to inevitable upgrades to Windows 2000 and its partial incompatibility with FAPCOM and the various updates and/or corrections that can be made to the system. The second is the poor quality of our international communication: often bad because of restrictive rules by other papers and slow due to time pressure for most FCP's. A more intense communication and a higher level of General Meeting attendance could remove a lot of these limitations to the success of FAPIA, which stands and falls with the quality of its communication. Cooperation within FAPIA needs improving...serious improving!

For further information about the FCP Survey Results, contact Marielle Saegaert by email (M.Saegaert@fapia.nl) or FAPMAIL (FAMS).

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The next FAPIA Newsletter (Issue 94) is due in December. Submit your ideas, articles, news to FAPIA Head Office by 23 November 2001.