



## XMAS SPECIAL

### Membership changes for 2002

FAPIA will be offering two levels of membership and charging a new flat fee from 1 January 2002.

The first level of entry into the association is for membership to FAPIA but does not include access to the ad exchange. Second level entry is for the ad exchange of which access will be limited to traditional free ads papers (at this stage).

Current FAPIA members will still enjoy the same benefits, and experience the same level of service as they have done in the past. The only difference will be that they no longer pay a UMC (Unitary Membership Cost) for each edition that publishes the FAPIA coupon. Rather one membership fee will be charged per paper regardless of the number of editions per week. So if Paper A has three editions per week (in the same region), they will pay one membership fee. If Paper B has two editions in different regions, they will pay two membership fees, and so on.

The ad exchange will continue as usual for members who have belonged to the association prior to 1 January 2002. If a current member has additional papers which are not participating in the ad exchange but would like them to, they will still have to pay the one-off entrance fee to the Ad Exchange. The FAPCOM installation fee, which was a separate yearly fee for use of the FAPCOM system, has now been integrated into the system usage fee for the ad exchange.

Potential members will be offered two levels of

membership. First-level membership is open to any classified advertising company, regardless of the medium (i.e. Internet, free sheets, daily newspapers, photo shoppers, etc.). They will pay a one-off entrance fee to join the association, plus the membership fee. Entry criteria to the association will be more flexible. They will not be required to give a presentation to the members meaning an applicant does not have to wait for a FAPIA General Meeting to apply. Instead Head Office will inform current members by email and/or fax of an applicant and any objections must be submitted within three weeks. If there are no objections, then the application is approved. If there are any objections, the applicant must attend the following General Meeting to present themselves to the membership for voting.

Second-level membership will be more regulated. At this stage it is open to traditional free ads papers. An applicant for second-level entry must first be granted first-level membership. All second-level membership applications must be presented at a FAPIA General Meeting where a formality vote will take place. This is to guarantee some control over who participates in the ad exchange in order to maintain the high quality system that we enjoy today.

If you have any questions about your membership status for 2002, please contact Maria Kilgour at Head Office (M.Kilgour@fapia.nl).

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### Fees for 2002

#### First-level membership (general)

- Entrance fee      € 1000 one-off payment
- Membership fee    € 3741 paid yearly

#### Second-level membership (ad exchange)

- Entrance fee      € 1000 one-off payment
- System Usage fee    € 0.20 per Repeat Unit
- Paid-to-print (no change for 2002)
  - Personal ad      € 0.15
  - Commercial ad    € 0.90

Membership dues will be sent by fax at the beginning of January 2002. Payment must be made by the beginning of February 2002.

### New members bring fresh ideas and perspective

*From the FAPIA Chairman*



Dear friends,

I would like to thank all of those who travelled to Vancouver recently for our conference, especially in light of the events of September last and subsequently. I feel that it is true to say that it was a very successful conference. We have some great new members who, having had the opportunity to chat with them in Vancouver and to hear their presentations, I am convinced will be tremendous additions to our trade body. They bring fresh ideas and a different approach and perspective to the many issues we are all facing. A special note of thanks to Maria Kilgour who worked until midnight for months in the run up to Vancouver and who struggled through food poisoning during her stay in Vancouver but still managed to deliver a great conference to the attendees.

I would like to welcome on board the Committee our two new members namely Sergey Pamukhin of the *Iz Ruk v Ruki* organisation, Russia and Gerald Coniel of *Junk Mail*, South Africa (read more

about them in this issue). Previously the Committee has been undermanned so the addition of Sergey and Gerald is very welcome and I know that their wit and wisdom will be greatly appreciated.

Having had a taste of the programme ideas being formulated for the next conference in Amsterdam during the Spring, I am personally already looking forward to it.

Although it's a little early I would like to take this opportunity to wish all of my fellow members of our association a happy and (very importantly) peaceful festive season, however and wherever you are celebrating it.

Best wishes and as we say in Ireland "go n'eir an bothar leat".

John Whelan  
FAPIA Chairman

P.S. If you want a translation you have to come to the conference in Amsterdam!!

**FAPIA HEAD OFFICE WILL BE  
CLOSED ON 25, 26  
DECEMBER, AND  
1 JANUARY  
2002.**



## More Voices on Committee

The Committee is now represented by seven members following the successful election of two candidates, Gerald Coniel from Junk Mail Johannesburg and Sergey Pamukhin from Iz Ruk v Ruki Moscow, during the Vancouver General Meeting last month. Read below to find out their motivation and expectations for the next 18 months before the next Committee elections in April 2003.

### Gerald Coniel, Junk Mail Johannesburg



"I have been a Publisher since 1985. In this period of time I have witnessed the early pioneer days, the gold rush days and the very confusing Internet days of free ads publishing.

I have been involved in two different continents (Europe and Africa) and a proud and active member of FAPIA since 1988. Over the past 16 years, I have acquired a unique and very intense experience about the classified industry. I decided to join the Committee because I simply believe that this vast experience can be shared in a true FAPIA spirit at a time when our association needs it most. I support the opening of FAPIA to all types of classified publications and I intend contributing to bring FAPIA into a new era where each one of us can find true added-value in being a member.

My first action amongst the Committee will be to contribute in improving the quality and efficiency of our General Meetings.

Looking forward to meet you all in Amsterdam."

### Sergey Pamukhin, Iz Ruk v Ruki Moscow

"I think FAPIA should become an effective international instrument in exchanging relevant ideas, experience, methods etc., and I would be glad to contribute to its successful operation. I believe cooperation should be continuous throughout the year with peaks of communication at the General Meetings.

The work may also result in setting up joint international projects such as International personals portals, International Jobs portals and so on. The FAPIA Committee should promote the process by encouraging the existing efforts and providing appropriate conditions.

I have worked for 8 years as Managing Director of the Russian group of free ads papers (63 publications in all) in a kind of the Russian FAPIA, which holds its general meetings, exchanging experience, etc. Last year I was in charge of on-line business of "Pronto-Moscow". I would be glad to offer my experience at the FAPIA Committee level."



## 'AWARENESS OF FAPIA MUST GROW'

FAPIA's vision is to be a preferred global, growing, 'classifieds', trade organisation. That was the message from Committee member Stefan Anderson who presented FAPIA's strategy process to members in Vancouver last month.

Immediately following the decision to open up the association, the Committee worked on developing a strategic game plan. This was organised into three central stages - analysis, strategy and implementation.

The first step was to identify the key trends affecting FAPIA and to create an analysis of its strengths, weaknesses, opportunities and threats (SWOT). Despite the ongoing threat of competing associations, industry consolidation and market diversification, FAPIA's key strength remains its ad exchange programme and the solid base from which it functions a proven and successful concept. Furthermore, Stefan reported, the opportunities available to FAPIA to grow are plentiful: "Tapping into new target markets and segments, new technologies and revenue opportunities, and by simply growing the awareness of FAPIA."

The next stage was to establish the goals and objectives that would guide the marketing effort and its many details. The objectives the Committee decided are two-fold: membership/network growth, and member satisfaction.

Stefan then presented the proposed targets which focus on the market and FAPIA's services. The market focus includes geographical markets and classified products and services. The service focus looks at ways to develop the ad exchange,

conferences, industry information, and to provide a "Matchmaking" forum of structured networking and partnering.

The last stage of the strategy process determines the specific tactics of the core marketing strategy which can be implemented and continually monitored. Stefan listed the most immediate 'action' steps: hiring an ED/CEO for Head Office; ad exchange development; marketing plan to get new members; benchmarking of competitors and colleagues; and improvement to the conference structure and content ready for the next GM.

Stefan closed the session by emphasising the importance of FAPIA developing a clear and effective competitive position now in order to grow in the future.

If you would like a copy of the FAPIA Strategy Process presentation (Powerpoint), please contact Maria Kilgour (M.Kilgour@fapia.nl).

**33rd FAPIA General Meeting**  
**Barbizon Palace Hotel**

Amsterdam  
The Netherlands  
25 - 27 April 2002

## Editor's Note

It's been a good year for FAPIA and members alike. First and foremost we opened up the association. We welcomed five new members, one being a non-traditional free ads paper. We held two successful General Meetings. We celebrated 15 years of FAPIA. We selected a company to do the website and finally the ball is rolling. We have a new strategy process in place. We gave back a large proportion of the reserves to members. We instigated new relationships with other associations and industry groups. We secured two junior staff to guarantee the future of Head Office (Benjamin and Morgan)!

There were of course, a few lows that probably deserve a mention. The non-renewal of the former Executive Director's contract. The lack of resources in Head Office to carry out some potential projects. A 15% drop in the ad exchange (although a taskforce is looking at solutions). Less attendees at General Meetings. The inevitable farewell to a number of 'founding' members who are either retiring or leaving the industry. But all in all, it's been a good year...perhaps even bordering on great!

On that note, I'd like to give a special thanks to my colleagues, Lynn and Marielle, who have both worked extremely hard this year. To the rest of you, have a fantastic break. I will be celebrating Christmas back home in NZ with a BBQ (can you imagine!) and slapping on plenty of SPF15+ for some serious summer sun. See you in 2002.

Maria Kilgour, Editor



## € EUROPE'S EURO

On 1 January 2002, the first euro coins will roll over the shop counter and the first euro banknotes will be retrievable from cash-point machines. To date, there are 12 participating countries: Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Portugal, Spain and The Netherlands.

During January 2002, there will be a short dual circulation period as the euro is brought in and each national currency of the participating countries is phased out. National banknotes and coins will be withdrawn from use by 28 February 2002 at the latest.

There will be eight euro coins and seven euro banknotes. The reverse of the euro coins is the same in all countries. The front side varies, as each country has been allowed to design its own. The euro banknotes are the same in all participating countries.

Coins	Banknotes
- 1 eurocent	- 5 euros
- 2 eurocents	- 10 euros
- 5 eurocents	- 20 euros
- 10 eurocents	- 50 euros
- 20 eurocents	- 100 euros
- 50 eurocents	- 200 euros
- 1 euro	- 500 euros
- 2 euro	

For more information about the Euro currency, visit the official website: <http://europa.eu.int/euro/html/entry.html>.



Hard copy and audio cassettes of speaker presentations are available from Head Office. Please contact Maria by email with your request: [M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)

# VANCOUVER GENERAL MEETING

The FAPIA 32<sup>nd</sup> General Meeting featured two and a half days of intensive networking and an ambitious and wide-ranging programme of educational opportunities and key industry speakers. And despite the recent US events, over 80 participants from around the world attended including a record number of first time visitors.

The centrally-located Four Seasons Vancouver Hotel was an excellent venue and provided a warm and welcoming stay for all. Below is a broad overview of the meetings and events that took place. If you would like further information about the General Meeting, please contact Head Office.

## Thursday Events

A number of members visited the office of *Buy & Sell* Vancouver in New Westminster. Some valuable trade secrets must have been shared because they all returned smiling, but lips were tightly sealed.

### Publishers' Meeting

Chaired by Felix Erken from *Junk Mail*, Johannesburg, it was the smallest group of members to date in a Publishers' Meeting but the discussions were reported as "very refreshing" with every member contributing to its success.

Discussions first revolved around the current plight of the industry in wake of the US events and subsequent war, and how it will fare in the highly probable worldwide recession now being faced. Although it will be a tough time in the market, free ads papers could actually gain from this period as advertisers look for more targeted media from their slashed budgets.

Some excellent ideas were derived from the short questionnaire which was completed pre-Vancouver. Publishers must be aware of an ever-changing market, and to some degree, change with it.

The final session looked at past initiatives from free ads papers that failed, to find out why they failed and what can be learned from it.

Following the meeting, Felix concluded that print is not dead. "Rather publishers must look for ways to be smarter and then the prospects for the future look good" he said.

### Sales Meeting

Seventeen sales managers joined together for this half-day session chaired by Mirella Gardin of *Buy & Sell* Vancouver. Participants discussed training, staff retention, incentive programmes, integrated call centres, and paid business classifieds versus display.

### FCP Meeting

A surprisingly high number considering the distance, 11 FCP's discussed the core issues facing the ad exchange and FCP's.

Chairman, Johannes Krenn from BAZAR Austria, began the meeting with a short analysis of the current ad exchange situation, a discussion on customer care and dealing with difficult customers, and then a lengthy debate weighing up the pro's and con's of the ongoing Proof of Publication issue. A vote was taken that there should be no fees for POP's at this time but in the future, costs should be reduced by sending POP's via email. The new FAPIA flat fee structure and proposed new version of FAPCOM were discussed in preparation for the Saturday Business Meeting.

### Friday Plenary Sessions

Despite a presenter cancelling last minute following the US attacks (Classified Ventures), the morning line-up of industry speakers drew excellent crowds. Steve Ferber kicked off with a lively session on ways to improve revenues and profits as well as some real world solutions.

John Roy shared his highly profitable and savvy internet strategies which are generating 15% of his gross revenue. Mike Blinder disclosed the latest user and advertiser classified trends, while David Daniels from Microsoft explained the new vision of next generation Internet called Hailstorm.net.

Steve Ferber in action

In the afternoon, the newly created Member Learning Labs featured four members who each shared insight into their own business strategies, from online to paid versus free ads. Feedback following Vancouver indicated these sessions were considered a highlight of the programme so we will consider repeating them in the future.

### Saturday Business Meeting

Chairman, John Whelan, decided to the delight of many to plough through the agenda as quickly and thoroughly as possible so everyone could enjoy a free afternoon. The main business was the 2002 budget and flat fee structure, three membership applications, Committee elections and the FAPIA Strategy Plan.

The budget was approved including the fees for 2002 (details on Page 1). Three applicants were successfully voted in under the new rules as first-level members meaning they will not participate in the ad exchange at this stage (see next page). Two more members were elected onto the FAPIA Committee, Gerald Coniel and Sergey Pamukhin (details on Page 2). And Stefan Anderson presented, on behalf of the Committee, the FAPIA Strategy Process which plans to increase membership applications, strengthen ties with economic partners outside the classified business, improve membership status and strive for quality (full report Page 2).

Before closing the meeting, a number of announcements were made and gifts presented including to the host, *Buy & Sell* Vancouver, FAPIA Honorary President Mike Abbott, soon-to-be-retired Ken Conquer and Natasha Raj.

The 32nd FAPIA General Meeting was extremely successful. The icing on the cake however had to be the gala night at Bridges Restaurant on Granville Island to celebrate 30 years of *Buy & Sell* Vancouver and 15 years of FAPIA. We look forward to celebrating yet another 15!

Winner of the free registration to Editor & Publishers 13th Interactive Newspapers Conference in San Jose (USA), February 2002 is Tomas Hlavicka from Annonce Prague.

We're going to Russia! *Iz Ruk v Ruki*, Moscow will host the 34th FAPIA General Meeting in November 2002. Watch for more details in the next FAPIA Newsletter.



# THE PARTY...

## NEW PAPERS JOIN ASSOCIATION



### Recycler, Los Angeles, USA First-level Membership

*Recycler* is distributed once a week in Los Angeles with an average 100,000 ads per issue. More than one million copies are read per week with a sold circulation of 80,000 (110,000 printed weekly).

There are seven other editions including Orange County, Inland Empire, San Fernando Valley, BGP, South Bay, Ventura, San Gabriel, and other related photo products: AutoBuys (North, South, Orange County editions), TruckBuys, RVBuys, CycleBuys, BoatBuys and BigTruckBuys.

*Recycler Classifieds* has been a member of FAPIA in the past but let their membership lapse in the last two years. President Gail Hyland-Savage says they re-applied to join FAPIA because they recognise that exchanging information with similar publishers around the world is extremely beneficial to their operations.

[www.recycler.com](http://www.recycler.com)



Two old hands in the free ads business, John Roy from Bargain News is welcomed to FAPIA by Honorary President Mike Abbott.



### Medströms Annonsforlag, Sweden First-level Membership

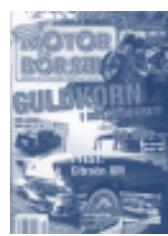
The first non-traditional free ads paper to become a member of FAPIA, Managing Director Ingemar Elfvin applied for membership with their Motorbörsen product.

A photo-classified publication started in 1988, Motorbörsen is distributed once a week with a sold circulation of 30,000 (50,000 printed) and a readership of 340,000.

Ingemar said they joined FAPIA in order to keep up with the latest developments in the classifieds business.

"It enables us to learn about new business models, technology developments and to build a network of industry contacts".

[www.medstromsannonsforlag.se](http://www.medstromsannonsforlag.se)



## "The best idea you got from Vancouver:"

*Comments from the General Meeting follow-up survey*

- ★ Ad receiving through SMS
- ★ The Internet is still alive
- ★ How to launch (or not) a vertical paper/online service
- ★ John Roy
- ★ FAPIA is ready for change
- ★ Sales! Sales! Sales!
- ★ Free Insert
- ★ Live chat on website
- ★ Ideas for promotion of our periodicals
- ★ Better ways to position yourself during a recession
- ★ IT solution for passing classifieds
- ★ Circulation approach to free distribution new ventures
- ★ Methods to press sales representatives
- ★ Start charging for the information on the Internet
- ★ Private party ads online instantaneously for a fee. Hot buttons.
- ★ Mandy's striptease bar (no names!!!!)



# ...AT BRIDGES

## WINNER BEST COUPON 2001



Congratulations to *Keltainen Pörssi*, Finland for designing the 'perfect coupon'. Winners of the FAPIA Best Coupon Competition for 2001, their coupon was selected for its bright and expressive layout (sorry you only get to see it in blue) and clearly organised structure facilitating easy reading with all the required and 'correct' information included.

This coupon will be included in the membership information pack sent to all potential members until the end of 2002.



## MEDIocre NOT OKAY

### EXECUTIVE DIRECTOR UPDATE

To better focus on what is going on in the world around us, an association like FAPIA must constantly create opportunities for itself. We must profit from these opportunities not only for the well-being of the membership, but for the well-being of the classified industry as a whole. So in order to take advantage of these opportunities, FAPIA must be in a position to be able to react quickly. This is why we need a powerful executive committee and why we need the post of Executive Director. The Executive Director enjoys more autonomy, can develop initiatives and make decisions faster than if Head Office was to be steered solely by the Committee. In an ever-changing world, this is absolutely necessary in order to do a good job.

Since the role is so crucial to the well-being of the association, the Committee agreed in Vancouver to spend whatever time is necessary to find the right person rather than rush in and secure a mediocre person just for the sake of it.

Please keep reading your FAPIA Newsletter for updates.

## IN BRIEF

Trader.com has sold its California properties to Target Media Partners.

The cash sale amount was undisclosed but Trader.com should gain around \$3.4 million. The California papers include Great Northern Wheels and Deals, PhotoAd and the Easy Ad brands. Revenue in 2000 for these papers were \$4.8 million.

John MacBain said the sale permits them to focus on areas with existing leadership positions.

Wireless email is the service most PDA users would most like to have on their handhelds, according to a new survey commissioned by Motient.

Nearly two-thirds of the US PDA users polled said wireless email was top of their wish list. Other desirable new applications included increased storage/RAM, and faster transmission speed of data.

When buying PDAs, the top three factors purchasers consider are network reliability, mobility, and cost. The top three applications are the calendar, contact information, and the ability to use other business applications.

Over 36 percent of the 5000 users polled owned a Palm V device, making it the most popular device. The survey also found that men are almost twice as likely to use PDAs than women.

Reference: Nua Internet Surveys Nov 2001, [www.nua.com/surveys](http://www.nua.com/surveys)

Infosto, Finland who publish *Keltainen Pörssi*, have bought competing paper and member of FAPIA, Palsta in Helsinki.

The Register report that the Chinese government has embarked on a new Internet crackdown.

According to the Associated Press, the authorities in China have shut down 17,448 cyber cafés, saying that the cafés did not block subversive or pornographic sites.

A further 28,000 of the 94,000 cybercafes in China have been ordered to install monitoring software. Such software is required by law but only about half of cyber cafés have installed it.

About 4.5 million of the 27 million Internet user in China depend solely on cyber cafés to go online.

Reference: Nua Internet Surveys Nov 2001, [www.nua.com/surveys](http://www.nua.com/surveys)

Editor & Publisher report that Dallas-based Belo has acquired an equity stake in Classified Ventures, the Chicago-based provider of cars.com and Apartments.com.

Belo Interactive, the Internet subsidiary of Belo, is adding its newspaper and television Web sites to Classified Ventures' cars.com network. The new cars.com affiliates include the newspaper sites of The Dallas Morning News, The Providence Journal, and The Press-Enterprise in Riverside, Calif. Other new affiliates include Belo television stations' Web sites in Houston, Seattle, St. Louis, Portland, New Orleans, Austin, and Spokane.

The deal expands the cars.com network to 156 newspaper sites and provides access to 23 of the top 25 U.S. markets.

## E-copies are Paid Circulation

Subscriptions to an electronic edition of a newspaper qualify as paid circulation even if the paper allows subscribers to the print edition to access the electronic edition at no additional charge, the board of the Audit Bureau of Circulations (ABC) has decided.

The board said the electronic edition provided to existing print subscribers cannot be counted as additional paid circulation.

With so many ABC members printing extras because of the ongoing terrorism crisis, the board also gave first approval to a proposal that eliminates the requirements that extras sell for the full single-copy price of the regular newspaper and contain 90% of that day's scheduled national advertising to qualify as paid circulation. Extras would qualify if they sold for at least 25% of the basic cover price.

Report by Mark Fitzgerald, Editor & Publisher, 26 Nov 2001

## UPCOMING EVENTS

### 13<sup>th</sup> Annual Interactive Newspapers Conference & Trade Show

The annual Editor & Publisher newspapers conference and exhibition. See bottom of this column for more details.  
San Jose, CA, USA  
6 - 9 February 2002

### The 2002 Newspaper Advertising Conference & Exhibition

The annual meeting place for advertising executives to examine and discuss strategies for success in advertising sales. Monte Carlo, Monaco  
21-22 February 2002

### 55<sup>th</sup> World Newspaper Congress, 9<sup>th</sup> World Editors Forum & Info Services Expo 2002

The annual summit of the world's press.  
Bruges-Brussels, Belgium  
26-29 May 2002

### NEXPO 2002

The world's largest annual technical exposition and conference for newspapers organised by Newspapers Association of America.  
Orlando, USA  
22-25 June 2002

### Interactive Newspapers Content Summit

Annual newspaper publishers meeting through Interactive Newspapers.  
Zurich, Switzerland  
6-8 November 2002  
...watch for more events to be listed

## Discount for FAPIA

More than ever you are being asked to maximise every dollar you spend. So if you can attend one event in 2002 other than the FAPIA GM's, make it the biggest and most powerful annual get-together of interactive newspaper professionals. The Editor & Publisher 13th Annual Interactive Newspapers Conference & Trade Show takes place in San Jose, USA from 6-9 February 2002. All FAPIA members are eligible to register at the discounted Association Rate (a saving of Euro 445/USD 400). Contact Maria Kilgour at Head Office for details or visit [www.editorandpublisher.com](http://www.editorandpublisher.com).

EDITOR  
of  
PUBLISHER  
www.editorandpublisher.com

## Change of Name

FAPIA member Napi Hirdetes, Bucharest, Hungary is now called MAI HIRDETES.

## Did you know...

...Nokia, now the world's largest producer of mobile phones, started life in the 19th century as a manufacturer of toilet paper.

## FAPCOM UPDATE

In the upcoming proverbial dark days of December (for us Northern folk), when wrapping up affairs at the office, running out to buy presents, time never seems to be on our side. Decorating the Christmas tree, making those long walks in the snow...our minds often wander to where we would want to be and with whom. Sometimes it seems we are so busy with our work, we ask ourselves: am I where I really want to be?

It is sometimes hard to give consideration to other colleagues when you seem to be drowning in your own work: urgency breaks etiquette and more than once, people around us mistake us for someone who we are not.

The problems we sometimes experience through FAPCOM can be annoying, even in your own language it is sometimes difficult to explain exactly what you mean (happens to me all the time) so imagine when you have to do this in another language, not your own.

Also it is sometimes hard to keep your FAPCOM knowledge up to date, especially when FAPIA is not your only job. The FAPCOM User's guide (request copies at Head Office) usually helps a lot. However if you are still at a loss after reading it, mark the next General Meeting in Amsterdam (April 2002) on your calendar! This wonderful canal city will host a special FCP Training Workshop: attend it and you'll know more on the system than Dorthe and Lynn combined! (well, we shouldn't be promising platinum when all we can offer is gold...!)

In the meantime, if you should have a question or doubt regarding the ad-exchange, you can always contact me and I will do my best to find the answer to your query.

To close this FAPColumn, a small comfort: just when you think you can't get any busier, if Santa had time to buy all those presents, he wouldn't have asked us to do it for him, right?

Marielle Saegaert, FAPIA Administrator (FAMS).



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The publishers cannot accept responsibility for errors or omissions however the utmost care is taken to ensure that information is accurate and up-to-date.

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