



## "FAPIA is a valuable forum"

### *From the FAPIA Chairman*

Dear Friends,

I trust that everyone enjoyed a pleasant and peaceful festive season and I wish a hearty "Happy New Year" to those of us celebrating the Year of the Horse – 4700.

Plans for the General Meeting in Amsterdam have really come together, Gerald Coniel and Stefan Anderson together with the Head Office team have come up with an exciting and thought-provoking programme for everyone travelling to The Netherlands.

We want to refocus on one of the key strengths of FAPIA – its value as a forum. We want to encourage and facilitate the free flow of ideas and sharing of expertise among members attending and the various industry experts that will be speaking and presenting at the conference. Therefore the theme is "Back to Basics". We will concentrate on areas common to all worldwide members of the classifieds industry such as marketing campaigns, issues, problems and initiatives, selling advertising, circulation and distributing our products.

You will appreciate that these topics are potentially huge and therefore the Amsterdam conference represents Part One of this programme. Part Two of the programme will be held at the conference in Moscow in November.

Sally Winfield, the Group Classifieds Director for Associated Newspapers in the UK, will be one of our keynote speakers during the Conference Day on Saturday. Sally is the driving force behind the Evening Standard Classified team (the largest Telesales operation in the UK) and the very successful launch of the "Metro" paper in London.

Broadview, the bank involved in both sales of the LOOT Group in the UK, first to Scoot.com and more recently to DMGT plc, will be presenting at the Publishers Forum and are sure to stimulate much debate and discussion.

I look forward to seeing as many of you as possible in Amsterdam.

Your Chairman,  
**John Whelan**

## FAPIA GOALS FOR 2002

**FAPIA is operating under the new rules and regulations which opened the membership to other classified publications.**

**We have set the following general goals for 2002 to improve the current services being offered to members:**

- ✓ Hire a new Executive Director!
- ✓ Implementation of our strategy: Membership, improved General Meetings, upgraded Ad Exchange, Benchmarking, Matchmaking
- ✓ Expand the membership by recruiting publications with free ad and alternative classified formats from a wide geographical area
- ✓ Improving the quality of the General Meeting programmes by making them more relevant to the memberships' needs
- ✓ Testing the concept of regional meetings beginning with the German Sales Managers' meeting in Amsterdam (April GM)
- ✓ Improving the revenue and profit potential of the ad exchange system and developing a more efficient and cost effective system
- ✓ Improved benchmarking between members to provide better comparative information
- ✓ Best practices
- ✓ Improving the FAPIA newsletter to include more industry-relevant content
- ✓ Launching phase 1 of the new FAPIA website. A preview of the site will be available at the Amsterdam meeting in April
- ✓ Begin the development of phase 2 of the FAPIA website

### Membership Fees 2002

#### DUE NOW!

If you do not pay your membership fees, you have no voting rights at the next General Meeting.

Contact Lynn Cullimore to check your membership status or for any queries:  
L.Cullimore@fapia.nl

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 *The worst promotion?*

 *The funniest ad?*

 *The best merchandise idea?*

### WHO'S DOING IT?

**AND HOW?**

**FIND OUT AT THE FAPIA GENERAL MEETING...**

AMSTERDAM, THE NETHERLANDS  
25-27 APRIL 2002  
THE BARBIZON PALACE HOTEL

## COMMITTEE BRIEF

**Executive Director:** A sub-Committee reviewed a number of candidates introduced by Heidrick & Struggles (Headhunting company) and subsequently interviewed selected candidates. Second interviews are planned. The Committee has also discussed the role of the Executive Director and the indoctrination period that will involve visits to selected publications so that the new person can get a better understanding of FAPIA and its members.

**Ad Exchange:** The Committee continues its investigation of the Ad Exchange system, which aims to increase revenues and improve the efficiency, ease of use and cost of the system. The Committee hopes to give a detailed update in Amsterdam.

**General Meeting:** The Amsterdam General Meeting and Publishers' Meeting will stress "back to basics" and other pertinent topics with the intent to improve the quality of the programme and increase its value to members.

**Membership:** Identify prospective FAPIA members and arrange for personal contact by FAPIA members. The Committee is looking for recommendations from the members.



Working hard in Dublin's Fair City in February, the Committee take a break...at least long enough for a photo that is!

## The Head Office Team

FAPIA Head Office is now almost fully staffed after an extraordinary year in 2001 where both Maria Kilgour and Lynn Cullimore were on consecutive maternity leave, plus the non-renewal of previous Executive Director, Ton Kwerreveld's contract. The Committee are currently interviewing for the position of Executive Director and have employed the services of one of the world's best known Headhunting companies in this field, Heidrick & Struggles, to assist them.



In the meantime, here's the current team at Head Office so you can easily identify us in Amsterdam:

◀  
Lynn Cullimore  
Manager of Operations  
Email: [L.Cullimore@fapia.nl](mailto:L.Cullimore@fapia.nl)  
FAPMAIL: FALC (Lynn works Wednesday, Thursday and Friday)

▶  
Marielle Saegaert  
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◀  
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Manager Events & Communication  
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The FAPIA Office is open 9.00am - 5.30pm, Monday to Friday.

## MEMBER VIEWPOINT

### Where has the mutiny gone?

Lately the discussion of which papers accept which kinds of ads has been taken up again. More and more papers impose different rules on their incoming ads, which is of course, the prerogative of each publisher. However it does pose some problems for the ad exchange since it restricts the flow of ads between papers.

One of the subjects that does pose problems is ads being sent from and to homosexuals. Is this appropriate in the year 2002? In some cultures it could be that it would not be the right choice to publish ads from homosexuals in a Free Ad Paper. Is this the case in Russia, India and South America? I think we could all use some input on this.

I don't believe the reason for rejecting ads from one of our Russian members, for example, is valid. They say that there are other kinds of magazines for these kinds of ads. However



### YOUR COMMENT

'We have seen national advertising revenues decrease significantly. However, local ad revenues much less so. As a matter of fact, in some markets we are doing better. This counter cycle trend shows the staying power of our publications: local, working folks, people looking for deals, etc.'

What are your thoughts on the matter? Send your responses to the Editor:  
[M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)

these magazines are not, as of now, reachable for FAPIA members. Furthermore, this same member used to accept ads from homosexuals. The new rejection rule appeared suddenly, after accepting these ads for years. When our former Japanese members refused car-ads and real estate ads, for exactly the same reason, there was almost a mutiny. Where is that mutiny now? Or is this a totally different matter?

Let's hear the views of publishers, FCPs and any others who have an opinion on this.

**Dorthe Eren**

*Den Bla Avis, Copenhagen*

Email: [dorthe.eren@dba.dk](mailto:dorthe.eren@dba.dk)

If you would like to respond to this or submit your own viewpoint on an issue for the next FAPIA Newsletter, please send to the Editor:

[M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)

### Editors note

#### Keep the blood flowing

At the start of a new year, it is worthwhile to pause for a moment to take stock of the last one. 2001 was a momentous twelve months by anybody's definition. From the final months of the long economic boom to the first signs of a slowdown to the catastrophic events of September, we witnessed for certain the ending of a prolonged business cycle of growth, and possibly the dawning of a new protracted era of discord.

Few industries have been more directly affected by the changed business environment than the meetings industry. Travel is one of them. It is the lifeblood of meeting planning, and though business has picked up, travel remains weak.

FAPIA organises less than 10 meetings a year (GM's, Committee Meetings, Taskforce meetings, etc.), but the impact of this new business environment has affected the way we should be managing our events and how we should be addressing the constantly evolving needs of our members.

In April I will be attending the MPI (Meeting Professionals International) Professional Education Conference in Brussels to discuss these issues with others in the meeting industry. I aim to return equipped with useful business solutions and survival strategies that FAPIA can use to improve the quality of our association meetings in the future.

Not long after I hope to see many of you in Amsterdam for the FAPIA General Meeting. Just as travel is the lifeblood of the meeting industry, the FAPIA GM's are the lifeblood of FAPIA – networking, face-to-face contact, learning and education, discussion and debate...the possibilities are endless. Only you can limit it by your non-attendance.

**Maria Kilgour, Editor**



Amsterdam 2002

**H**ead Office is gearing up for another exciting FAPIA General Meeting...but this time, we're doing things differently.

We have given the FAPIA General Meeting concept a complete makeover! We want to restore the good old spirit of sharing expertise. We want to make people feel really involved in the association. We want to get back to basics. *So how have we changed the format?*

#### HIGHLIGHTS

□ The conference will run over two days, not three, but include just as many sessions. We value the fact that many of you don't want to take as much time out of the office. Hopefully we will see lots more faces as a result.

□ Each General Meeting will have a theme. In Amsterdam the theme will be "Back to Basics". But as there are so many topics to cover, we will be running Part 1 in Amsterdam

#### HUNT FOR MARKETING CONCEPTS

Have you created a television campaign, a radio ad, billboard, busboard, magazine ad, or any other marketing concept to promote your free ads paper? YES! Even if the results weren't fantastic, or perhaps a complete failure, we want to hear from you.

We are collating actual examples, successful or not, from members to create a marketing initiatives presentation. Led by Gerald Coniel from *Junk Mail* Johannesburg, this session is not only going to be the hottest part of the show, but THE best way for you to see first-hand what works and what doesn't. Pick and choose what you like and perhaps take some ideas to try back at your own paper.

Send a brief outline of your marketing concept/campaign to Maria Kilgour by email: [M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl).

Здравствуйте

#### 'MOSKVA WELCOMES YOU'

*Iz Ruk V Ruki* Moscow, host for the 34th FAPIA General Meeting, celebrated its 10th anniversary on 28 January. They want to celebrate with you again in November and have already started planning to ensure it is a meeting you *WON'T* forget. Set in one of the world's great cities Moscow (Russian Moskva), those who attend will be enchanted by the city's rich and varied heritage. But you don't have to wait until November to get a taste of what's in store - there'll be a preview of coming attractions at the Amsterdam General Meeting. Upon request of the host, we have agreed to hold the General Meeting three weeks later than usual: 21-23 November 2002. The hotel is still to be confirmed. Keep reading your FAPIA Newsletters for updates.

## You can't afford to miss this

and Part 2 at the following General Meeting in Moscow. Part 1 will focus on core topics like marketing and promotional initiatives, commercial sales, circulation and distribution.

□ There will be a German-speaking Sales Managers' Meeting in addition to the usual Sales Meeting which is conducted in English.

□ There will be a special FAPIA Lounge as a place for members to retreat, to have a drink, conduct informal discussions, share a secret or two, in a low-key and friendly atmosphere.

□ The merchandise and paper display area will be more organised to help you easily find what you're looking for...just follow the flags!

□ There will be a live demonstration of marketing and advertising campaigns carried out by members. Directed by Gerald Coniel of *Junk Mail*, Johannesburg, you'll get to see what members have done in the past (and some present) to promote their free ads papers.

□ We will be celebrating the first-ever FAPIA Marketing Awards at a specially planned Gala night, Hollywood theme and all! The Awards serve to recognise excellence in the marketing and promotion of a free ads paper. An international panel of judges will be selecting nominations from the material sent in for Gerald Coniel's presentation. And to set the mood, you're required to dress for the occasion: black and white, as glamourous or casual as you like!

You will find the rest of the programme in the Amsterdam promotional brochure enclosed with this Newsletter. It also contains hotel, registration and payment information. Mark your calendar for the Early Bird registration deadline: 28 March and save EUR 30 off your registration fee (*and we know every Euro counts!*).

EDITOR &  
PUBLISHER  
[www.editorandpublisher.com](http://www.editorandpublisher.com)

#### "Their loss...our gain!"

A handful of FAPIA members attended the recent Editor & Publisher Interactive Newspapers Conference in San Jose, USA in February. This conference is geared more towards daily newspapers than the classified industry but the crossover is becoming more and more apparent with online products and services, and of course classifieds.

Attendance was significantly down on last year's conference but the mood was anything but discouraging. And around the exhibition floor and in the hallways, there was an undercurrent of what actually appeared to be cheer, despite the lower attendance.

One FAPIA attendee, David De Lisle of *Buy & Sell* Vancouver, says he left the conference confident that our niche market of classified publishing is way ahead in all areas than the main stream newspaper.

"In North America, newspapers have allowed us to take control of their classified market both on and off line," he said. "They do not seem capable of changing this and seem somehow content with the status quo. Their loss and our gain."

For a copy of David's full report, send your request to Maria Kilgour ([M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)).

□ Check out this year's EPpy Award winner for Best Classified Section in a Newspaper Online Service: *Chronicle.com's* Career Network ([www.chronicle.com/jobs/](http://www.chronicle.com/jobs/)).

## IN BRIEF

□ The NYTimes.com reports that Louise T. Blouin MacBain is the new chief executive of Phillips. Louise will run an auction house with 140 employees, a tenth of the size of Sotheby's or Christie's, and offices in Geneva, London and New York. A Paris office is planned.

□ Sales Managers from Germany are utilising the Amsterdam General Meeting as an opportunity to hold a regional meeting. For the first time ever, FAPIA is coordinating a German-speaking only Sales Meeting which will be held on Friday 26 April, 2002.

The opportunity to converse and discuss experiences in your native tongue, coupled with the convenience of a nearby location, is the reason behind organising this meeting. Since the facilities and equipment will already be set up from the General Meeting, there is no additional cost to attend.

□ Dallas-based Belden Associates may once and for all answer the question: Do newspaper Websites cannibalize print circulation? Early evidence from the company's "Sales & Site Survey" suggests that new media doesn't have a great impact, negative or positive, on print sales, said Greg Harmon, director of interactive services.

Ref: [http://www.editorandpublisher.com/editorandpublisher/headlines/article\\_display.jsp?vnu\\_content\\_id=1307782](http://www.editorandpublisher.com/editorandpublisher/headlines/article_display.jsp?vnu_content_id=1307782)

□ Washingtonpost.com launched a new real estate section that focuses on preventing users from reaching "dead-ends."

Ref: [http://www.editorandpublisher.com/editorandpublisher/headlines/article\\_display.jsp?vnu\\_content\\_id=1307831](http://www.editorandpublisher.com/editorandpublisher/headlines/article_display.jsp?vnu_content_id=1307831)

□ According to WebSideStory's StatMarket, 52 percent of Internet users now go directly to websites (up from 46 percent a year ago) rather than relying on search engines and links from other sites.

In the US, almost 58 percent of users go directly to websites, up from about 50 percent last year. Sixty-three percent of Germans use direct navigation, up from 54 percent last year, as do 71 percent of Japanese Internet users, up from 60 percent last year.

StatMarket says that the increasing use of direct navigation shows that "branding is indeed taking hold on the Web".

Ref: *Nua Internet Surveys*, [www.nua.com/surveys](http://www.nua.com/surveys)

## PowerOne Media's Auto Product Rolls On

PowerOne Media Inc. has made a deal to provide CarCast, its online auto advertising mechanism, to a dozen E.W. Scripps Co. newspapers.

Scripps papers and Web sites that have answered the CarCast call include *The Knoxville (Tenn.) News-Sentinel*, *The Commercial Appeal* in Memphis, Tenn., and a number in Texas and Florida, the latter of which share the automotive sales URL, <http://www.floridamotormall.com>.

Scripps is one of 11 media companies that have invested in PowerOne, which was born last November with the merger of AdOne and PowerAdz. Making the announcement for Scripps was its general manager of interactive media, with the incredibly apt name Bob Benz.

Reprinted with permission, Wayne Robins, associate editor for E&P ([www.editorandpublisher.com](http://www.editorandpublisher.com), 11/02/02)

## Training for all levels



**Are you getting the most out of the ad exchange?** When was the last time your FCP had a training session or refresher course in the use of the FAPCOM programme? Send them to the training workshop at the General Meeting in Amsterdam where a team of teachers will be concentrating on the different levels of each attendee.

They'll come back with lots of hints for saving time and effort in entering and processing ads, which will save your company money, and they'll also pick up ideas from other FCP's on how best to develop the ad exchange, which will earn your company money on more international ad sales.

### Talk about a win-win situation!

(Registration details in the Amsterdam promotional brochure enclosed with this Newsletter)

## PERSONAL COLUMN

### MANAGEMENT CHANGES

- *Palsta*, Helsinki - new adventures await Juha Grangvist as he left his Managing Director post following the sale of Palsta to Infosto Group. He says his 16 years in the classifieds business have been rewarding but he leaves in a wistful mood! Good luck Juha, but who will Olli dance with now?
- *Recycler Classifieds*, Los Angeles - in the short time we got to know her, Gail Hyland-Savage, ensured the active return of Recycler LA to FAPIA. Gail accepted a CEO position at a fast-growing, real estate property management company.
- *Things That Go*, Melbourne - Mike Bos made a surprise move from his south-Australian post but to where, we do not know! So if anyone spots him in the outback, be sure to say "gidday" from us all.

### FCP CHANGES

- *Bazar*, Trent - we say goodbye to Michela Bonisoli and hope that we get to see the new FCP at the April FAPIA General Meeting for training.
- *Palsta*, Helsinki - FCP Eva-Riita has departed. There is a new structure in place now that *Keltainen Pörssi* and *Palsta* are owned by the same company. Sauli Sundell of *Keltainen Pörssi* will also act as FCP for *Palsta*.
- *Segundamano*, Buenos Aires - due to reorganisation, it is with regret that Marcelo Lupi must leave *Segundamano*. He wishes everyone much luck in both work and life. His replacement is yet unknown.

## CALLING ALL COUPONS

Please note the following changes to the FAPIA Coupon. We request that you update your coupons regularly to ensure that you are providing correct information to both your readers and advertisers.

- Permanently off the coupon, effective immediately  
AE: *Aggelies & Efkeries*, Athens, Greece  
CB: *Camelot Belgorod*, Russia  
LN: *Loot*, Nottingham, UK  
RC: *El Rastro*, Santiago, Chile  
TB: *Trade-It Bristol*, UK
- Temporarily off the coupon  
NY: *Loot New York* is currently reorganizing. We hope to welcome them back soon.
- New Webmarks  
OZ: *Oglasnik*, Zagreb  
BO: *Super Shopper*, Barrie, Ontario

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Free Ads Papers International Association

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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.

### Psst...It's baby time at CapeAds!

IT Manager and first-time dad, Oliver Winberg, is expecting a baby girl due at the time of going to print (still waiting for those pics Oliver)

Codlin Bailey, who is in charge of personal ads, gave birth to her second son the day we received this notification.

Faheema Losper, free ads manager, is 4 months pregnant with her first baby. (We were told this is the most productive department where majority of additions happen).

Display sales manager, Amanda Venter, is going to have her second daughter towards the end of February.

This gives a new meaning to the word "productivity in a company". It's definitely at its peak at the southern tip of Africa.



### FAPIA Committee Members

#### Chairman

John Whelan, *Buy and Sell*, Dublin  
Email: John.Whelan@buyandsell.ie

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FAPIA Newsletter Issue 96 is due out in April before the General Meeting. Deadline for copy is 22 March. Contact Head Office for details.

Advertisement

There is no FAPIA free-ads paper in Norway!

If you or your business would like to invest in a Norwegian free-ads paper or take some other interest, please contact:

Mr. Henrik Hulaas e-mail hulaas@jobbdirekte.no