



## "BACK TO BASICS", 33rd FAPIA GENERAL MEETING

25-27 April 2002, Amsterdam, The Netherlands



### "Indulge in a little networking"

#### *From the FAPIA Chairman*

Dear Friends

I am delighted to have this opportunity to communicate with you again just before our upcoming meeting in Amsterdam. Maria, Lynn and Marielle, with the assistance of Gerald Coniel and Stefan Anderson from the Committee, have been creating a meeting with a difference. They are continuing the process initiated last year of developing and upgrading our meetings to provide more benefits to the members who attend.

One of the great new initiatives is the FAPIA Lounge, where attendees can go for a quiet drink, read the paper (or each other's papers) or indulge in a little 'networking'!! It's a private area in the hotel set aside for us FAPIAN's. This year the inaugural FAPIA Lounge is being sponsored by ISV GmbH of Berlin which coincides with their 15<sup>th</sup> anniversary celebrations and I would like to thank them very much for this generous gesture. A major benefit of the FAPIA Lounge for people who may have never attended a meeting before, is that it is a great way of quickly getting to know other attendees which makes networking easier and helps you to gain more from these meetings. By ensuring that there is one place where you can easily find other FAPIAN's, the organisers have helped

to significantly reduce that awkward period that all of us have experienced at one time or another, when we have attended an event or joined a group for the first time.

I am also pleased to inform you that we have two new potential members applying under the new rules. One is called Al Waseet. It is five years old and is published by the Kuwait United Company for Advertising Publishing and Distribution (KUC) in Beirut, Lebanon. KUC also has branches in other parts of the Middle East. The other paper is called Teledeal and is published by RMF Publishing and Surveys Limited in Gozo, Malta. It is good to see applications from new geographical locations, all of which broadens the scope and adds greater variety to FAPIA for all of us.

So with the high caliber publishing industry speakers and member panels, it looks like being a great conference. But please hurry up and register, especially if it's your first time. You couldn't pick a better meeting to dip your toe in the water and attend. One last thing, we are initiating the FAPIA Marketing Awards this year and they will be presented at the Gala Party which is a Black and White function.

John Whelan, FAPIA Chairman

### RESEARCH KEY TO FAPIA BENCHMARKING

The FAPIA Committee is working with Head Office to benchmark what FAPIA's competitors and colleagues are providing and mapping the potential member market in line with our priority list of geographies. These two projects form part of the Strategy Plan that was presented to members in Vancouver last year.

Project 1: FAPIA competitors/colleagues Head Office intends to map the classifieds world using a number of internal and external resources to produce an accurate overview of where FAPIA competitors and potential cooperation partners are located, as well as to find out what services and products they are offering. This will help us to collect ideas on how we, as an association, can provide more value to our members, either by improving our own service offering or by potentially partnering with some leading associations and utilising their resources.

Project 2: FAPIA potential members

We will be conducting a 'market mapping' for potential new members to the association in

order to grow the member base and thereby increase the value for our members.

The priority list of geographies include:

1. Europe, North/South America
2. Eastern Europe
3. Asia, Australia, Middle East
4. Africa

In the coming months, Head Office may contact you in order to facilitate the information gathering for both of these projects. In addition Head Office plans to conduct broad research via the internet to create an industry-wide contact database, and to evaluate the use of external resources such as market research companies, export councils and the like.

Although there is no Executive Director in place, the Committee realise the importance of steering FAPIA into the right direction for the future. It will be implementing as many working components of the plan as is reasonably possible. You can hear first-hand the full Strategy Plan when it is presented at the Amsterdam General Meeting later this month.

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### IDENTIFY YOUR BEST CUSTOMERS!

The FAPIA paid-to-print figures for the first quarter of 2002 have now been calculated, and all member publishers will be receiving a copy.

The breakdown shows clearly how many ads you have sent and received, by destination. It is a very useful tool to help you identify which regions or even individual papers are your best customers, and also to help identify any potential problems in your own handling of the ad exchange. *Is the number of ads you have sent much higher than usual?* Maybe there are mistakes being made at ad entry level. *Is the number of ads much lower than usual?* Maybe your sales team needs reminding that they have a huge potential market for international ads. Like any resource, if you don't put the time in to use it properly, the ad exchange won't work as well for you as it should.

If you require further clarification on the paid-to-print figures that your paper has received, please contact Head Office.

## COMMITTEE BRIEF



**Executive Director:** A sub-committee conducted second interviews in March for the Executive Director position but none of the candidates fulfilled the position criteria satisfactorily. Although back to the drawing board, it did provide the sub-committee an opportunity to re-define the position requirements. Hendriks & Struggles continue to short-list candidates who fulfill this new criteria.

**Strategy:** The Committee is working on four main topics: Ad Exchange, Conferences, Industry Information and Matchmaking. The new ED will be expected to contribute significantly to the qualification and clarification process. The Committee is working with Head Office to benchmark what FAPIA's competitors and colleagues are providing, and mapping the potential member market in line with previously presented priorities.

**Ad Exchange:** A status quo on the ad exchange project will be presented at the Amsterdam General Meeting.

**Membership:** Prospective FAPIA members sourced and invited to Amsterdam.

## MEMBER VIEWPOINT

### Controlled versus third party distribution

**Which is the acceptable model - controlled distribution or third party distribution?** In some countries, publishers have little or no choice. In others, publishers are free to choose. We will be putting this hot debate on the table during a special panel session at the upcoming General Meeting in Amsterdam.

Here's a sneak preview of what some of our panel members think about the issue:

"In Europe, it appears that all the distribution is done by big independent third parties. It also seems that they give bad service, not the TLC (tender loving care) that is required. As a result, the merchandising and placement of papers is not very good. In addition to which, the publishers get information back that is either lacking or late. Perhaps this is why there are problems in circulation."

On the other hand, we like to distribute our own publications, both paid and free circulation. This way we get placement, TLC and more timely and accurate feedback. And we have not been very aggressive in raising our prices. Rather, we want the ad dollars."

**Jack Humphreville**  
Recycler, USA

"Sitting down here in my isolation, I have little knowledge of the distribution systems other than ours (controlled distribution). I do know

that the German papers are confined by a monopolistic distribution system for example, and that they appear to have little control over where their papers go. I suspect that although this is quite easy to run, that it is very inefficient in terms of cost per paper, percentage returns and the number of sell-outs."

**Erik Dansted**  
Quokka, Perth

"We manage the entire distribution process ourselves and deliver directly to our 1400 sales points and to a network of 100 street vendors. Most publishers contract with one of three larger distribution companies and charge about 45% of the cover price for the effort. We manage to contain our cost of store commission, drivers, couriers and administration within 45% of cover sales, so we are about on par cost-wise. The big benefit lies in the control of sales which we estimate to be worth 5-15% of sales - we have full control of deliveries and returns."

**Peter Petersen**  
Cape Ads, Cape Town

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

## European Newspapers are pooling

Classified newspapers in seven European countries are teaming up to offer a new online classifieds network.

Adexalliance will include classified ads from about 900 newspapers across Western Europe, totalling 70m readers.

At first, Adexalliance plans to offer job, real estate and automobile searches across the seven countries. Later, the alliance plans to look at online and offline media packages, and explore digital

media technology, which will be shared with its members. Adexalliance will also invite more Europe publishers to join.

The participating media groups include: Regionale Uitgeversgroep from Belgium, Finland's Oikotie, Versum from Germany, Wegener eMedia from the Netherlands, Norway's FINN, Switzerland's Swissclick, Associated New Media and Fish4 from the UK.

*Ref: Europemedia.net. Got to article for full details:  
[www.europemedia.net/shownews.asp?ArticleID=8514#](http://www.europemedia.net/shownews.asp?ArticleID=8514#)*

### Quick Connect...

This new column will feature a selection of recommended websites from members as well as the industry. If you know a great website you want us to consider, send the URL to the editor (M.Kilgour@fapia.nl). Top picks this issue:

[www.google.com](http://www.google.com) - nominated by members as best and most useful search engine

[www.adweek.com](http://www.adweek.com) - news of advertising and media industries

[www.iwantmedia.com](http://www.iwantmedia.com) - a portal site for media news, data and resources

[www.mediaweek.co.uk/](http://www.mediaweek.co.uk/) - weekly magazine for media industry news with stories, features, analyses, and career information

[www.bluemountains.com](http://www.bluemountains.com) - free email cards

[www.mediainfo.com](http://www.mediainfo.com) - news, features, calendars of events and classified ads for the print and online news industries

[www.vmyths.com](http://www.vmyths.com) - computer viruses, how to find them and archive (real vs hoax viruses)

## Editors note

### We want it NOW!

The other day I read that email has started to lose some of its shine. Worse if some analysts are to be believed, its days may soon be numbered. Even Yahoo has started making noises about introducing a user-pays system where people must pay for simply forwarding a message to another email account.

There's no doubt the impact email has had on our daily lives. It's probably one of the most popular forms of communication the world over. It's fast, convenient, easily accessible, 'mostly' reliable and delivers what we want when we want it. Consider how many emails you send in a week. In a day. Now imagine paying every time you hit 'send'!

While hard-hitting viruses and unsolicited junk-mails have highlighted flaws in what is widely termed 'the killer application of the Internet', the bigger threat to email is namely faster forms of communication like SMS and instant messaging (IM). The 'we want it, and we want it now' mantra has become second nature to a generation of people brought up demanding instant satisfaction. This leaves little place for an application that can't deliver with speed. A recent Gartner report claimed there will be around 180 million IM users by 2004, accounting for 60 per cent of all real-time communication.

Embrace with care - these new technologies are also likely to come with flaws. For all its faults, I think email remains a killer application and we shouldn't consider dumping it too quickly. See you in Amsterdam!

**Maria Kilgour, Editor**

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## Virtual Guide to Amsterdam

[www.channels.nl](http://www.channels.nl)

Channels offers a virtual tour on Amsterdam with hundreds of images and links to all Amsterdam has to offer. *In English too!* From questions about Amsterdam to 1000+ reviews with ratings on hotels, museums, shops and lots more, written by visitors to Amsterdam so you'll get an honest account.

If you haven't already registered, there is still time. The following deadlines apply:

- Standard Registration fee □ 260 by 19 April
- Late Registration fee □ 300 after 19 April and onsite

## MEMBER GROWTH

Interest in membership of FAPIA continues to grow in 2002. FAPIA has received applications from Malta and Beirut-Lebanon, as well as a number of positive responses for consideration of future membership to FAPIA from a number of prospective members from around the world.

Following the application procedure for membership as stated in new FAPIA Rules and Regulations, an email notification was sent to members at the beginning of April 2002. Members have three weeks in which to send any objections to first-level applications (excludes participation in the ad exchange). If there are any objections, the applying paper/website must present to the membership at the following General Meeting. If there are no objections, they automatically become a member. For second-level membership, members have two months in which to send any objections to the application, for which the same procedure applies as per above.



## Dual Membership (First &amp; Second Level)

**Category:** Paid distribution  
**Publisher:** RMF Publishing & Surveys Ltd.  
**City:** Malta and Gozo  
**Population of dist. area:** 350,000  
**Frequency:** Fortnightly (Friday)  
**Pages:** 48  
**Adverts:** 4000 per issue  
**Printed circulation:** 3500  
**Sold circulation:** 2300  
**Readership:** 7500  
**Paper Price:** □ 2.40  
**URL:** [www.teledoal.com](http://www.teledoal.com)

□ Attendees registered for the Publishers' Meeting must complete the short 'Back to Basics' survey (emailed to all publisher's earlier this month) in order to participate in this meeting. Contact Head Office for your copy if you haven't already submitted this.

- Please come to the **FAPIA Registration Desk** (Barbizon Hotel Lobby, it will be clearly sign-posted) to collect your conference folder, name badge (**sponsored by Calligramme**) and a small gift as a reminder of your visit to Amsterdam. WE WILL NOT BE DELIVERING THIS MATERIAL TO YOUR ROOM. The Registration Desk will be available from 09.00-19.30 Thursday and Friday of the conference.
- The FAPIA Office in the hotel is located in the Business Centre.

□ The FAPIA Lounge, **sponsored by ISV GmbH**, is the ideal retreat for members who want to catch up on some reading, have a drink with friends, conduct an informal business meeting, or use it simply as a place to meet. You can even indulge in a chair massage (clothes on!) for a reasonable fee. The FAPIA Lounge can be found in the Henry Hudson Room of the hotel.

□ The FAPIA internet Cafe, **sponsored by The Rosetta Stone Consultancy**, is available to members in the Conference Foyer from Thursday until Saturday (08.00-20.00). There will also be a special workstation for participants to test the new FAPIA website (we're keen for your feedback!).

□ The first-ever **FAPIA Marketing Awards** will be presented during the FAPIA Gala Night. Categories will include "Best Ad", "Funniest Ad" and "Most Original Ad". Don't forget: dress code is BLACK & WHITE, as formal or informal as you like.

## Headlines

■ **Trader.com 12% growth**

Trader.com experienced 12% revenue growth in 2001, as well as securing a pan-Australian network through the Trading Post brand, acquiring Trajin in Valencia, Spain and L'erbavoglio in Lugano, Switzerland. They also disposed of their Turkish operations and their titles in California, USA.

■ **Daily charge abandoned**

Rumour has it that Loot.com have abandoned their daily charge for one "e-edition" pricing model and switched to a higher price for more issues in advance. Revenues have reportedly gone up significantly.

■ **German media giant makes bid for Napster**

Thomas Middelhoff, chief executive of Bertelsmann, the German media group, has offered between USD15m and USD20m to take control of Napster, the internet music file-sharing service paralysed by billion-dollar lawsuits and feuding minority investors.

For full story go to: [www.FT.com](http://www.FT.com), 6 April 2002

■ **Ministers approve domain name**

Once the domain name is established, European businesses will be allowed to choose from existing country-specific domains, generic ones like '.com' and now '.eu' for websites and email addresses.

Source: [www.europemedia.net/shownews - article 9616](http://www.europemedia.net/shownews - article 9616)

■ **AOL looks to European operations for success**

The company expects its European service to offset a slowdown in its US business and hopes a decision by BT to slash wholesale ADSL service will allow AOL to launch broadband access over digital subscriber lines. Source: [www.europemedia.net/shownews - article 9556](http://www.europemedia.net/shownews - article 9556)

■ **Yahoo Wins**

In a race to boost its classified-listings business and take a piece of the growing online recruitment market, Internet firm Yahoo acquired recruiting-solutions company HotJobs.com. TMP Worldwide, which owns Monster.com, was closing in on purchasing HotJobs.com in December 2001 when Yahoo offered \$436 million in cash and stock.

Ref: *Upside Magazine, April 2002*

## ISV celebrates 15 Years

This year Berlin software company, ISV GmbH, celebrates 15 years in the software development business for publishers. ISV GmbH was founded in 1987 during a development project for *Zweite Hand* in Berlin, Germany. The paper's rapidly growing ad quantities required new software solutions. ISV's founding team of developers created an ad system that was custom-designed for the classified ad publishing industry.

By continually transforming new technologies into high-performing user software, ISV GmbH has been able to successfully help its customers shape their constantly growing and changing business sectors.

"We are convinced that the classifieds business still has great potential for development. That's why we will continue directing our products and services to this segment in the future," said Raimund Lampert, ISV Director Project Development and Sales.



## First-level Membership

**Category:** Free sheet  
**Publisher:** Kuwait United Company for Advertising Publishing and Distribution (KUC)  
**City:** Beirut-Lebanon plus branches in Kuwait, Abu Dhabi, Amman, Al Manama, Dubai  
**Population of dist. area:** 9 million  
**Frequency:** Weekly  
**Pages:** 24-64 (all countries)  
**Adverts:** 1500 (per country)  
**Printed circulation:** 100-200,000  
**Readership:** 14 million (all countries)  
**Paper Price:** free / **Average ad price:** □ 2.45  
**URL:** under construction

## FAPCOM TRAINING WORKSHOP - WHY YOU SHOULD BE THERE!

**Do you really know what you're doing in FAPCOM?**  
**Have you just been following instructions from the person you replaced?**

In that case, you need the FAPCOM training workshop.

- ✓ Tailored to the user's level of knowledge
- ✓ Small working groups
- ✓ Come away better equipped to do your job more efficiently and cost-effectively
- ✓ Pick up new ideas for time and cost savings
- ✓ Get ideas on how to get more international ads from your clients
- ✓ Personal contact with other FCP's improves information flow and helps ad exchange work better for everyone!

Register **NOW** for the FCP Training Workshop taking place at the 33rd FAPIA General Meeting: 26 April 2002, Barbizon Palace Hotel, Amsterdam, The Netherlands. Details in the FAPCOM Library or contact FAPIA Head Office.



**This Newsletter is a members publication for FAPIA and is published six times a year.**

**Free Ads Papers International Association**

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#### Coming soon in Amsterdam...

[insert@calligramme.com](mailto:insert@calligramme.com)

## SAVE THE DATE

34th FAPIA General Meeting  
Moscow, Russia  
21-23 November 2002  
The Marriott Hotel

## PERSONAL COLUMN

### MANAGEMENT CHANGES

**n** *Bargain Pages*, Birmingham and *Trade-It* Bristol - there's been a shuffle-round of management at our UK member papers. Former editor of *Trade-It*, Joanne Ford is now deputy editor at *Bargain Pages* under the lead of CEO Scott Davidson who replaced Mike Schwarz last year. Michelle Ackerman replaces Joanne as *Trade-It* editor, which funny enough was a paper started by Scott a few years ago. We bet you're not confused now!

### FCP CHANGES

**n** *Bazar*, Austria - farewell to Toni P. who moved to the south of Austria to write erotic novels. His replacement is Aisha Ghandour.

**n** *Junk Mail*, Johannesburg - welcome Anmari Kleynhans who is 'in training'. She replaces Betsie Bloem.

**n** *MAI Hirde*, Budapest - Robert Horvath is the new FCP at *Hirde*.

**n** *Recycler*, USA - latest addition to the *Recycler* team is Cerise Hultberg who follows in the footsteps of Kelly Struzzieri.

FAPIA Newsletter Issue 97 is due out in June 2002. Send your contributions before 22 May to the editor: [M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)

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