



F A P I A

Free Ads Papers
International
Association

NETWORKING BIG SUCCESS IN AMSTERDAM

The recent FAPIA General Meeting in Amsterdam could first and foremost be remembered for two things: the fantastic networking that took place; and the Russian party that stretched from a planned one hour to three fun-filled hours spent consuming authentic Russian vodka!

More than 100 people attended the Amsterdam "Back to Basics" conference in late April. A total of 38 papers were represented from 23 countries. Twenty per cent of participants were first-time attendees, a number which is gradually increasing from conference to conference.



There were of course a number of other first-time events that took place during the Amsterdam General Meeting which deserve a mention:

■ The new two-day format coupled with the "Back to Basics" theme, helped members to really focus and maintain their interest for longer.



■ The FAPIA lounge, a quiet and informal retreat for members to share a drink, catch up on some reading, or simply put up their feet, quickly became a second meeting room where a number of in-

valuable business discussions and partnerships took place.

■ The shortest Business Meeting ever... 1hr 15 mins!



■ The first FAPIA Marketing Awards celebrated and presented to three top members in different categories at the Gala Evening. See full story on page 2.

■ The first free distribution paper, and first Middle Eastern member, joined FAPIA. *Al Waseet* from Beirut joined FAPIA under the new rules. The paper is distributed in six Middle Eastern countries. Read more about them on page 4.

■ Some key industry-related suppliers not only exhibited during the conference, but also invested in sponsorship opportunities to help enhance the meeting quality.

■ New and improved merchandising display area
Despite there being no member to host and support the conference, the FAPIA team worked extra hard to ensure the high level of networking, education and information exchange was maintained. Read the full General Meeting report on page 3 and 4 of this Newsletter.

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FAPIA Website Launches...at last!

The new FAPIA website officially launched on 31 May 2002. FAPIA members wasted no time visiting the site and registering themselves in the special Members-Only section.

The FAPIA website is divided into two main sections – a general information section open to members, prospective members and the general public, and a Members-Only section which requires password entry. Key features of the Members-Only section include a member forum for live chat and debate, Committee forum (additional password required), FAPIA events and conferences, newsletter, member information, supplier information, prospective member details and application forms, FAQ's and web links to helpful sites.



Continued page 2

Member feedback steers FAPIA

From the FAPIA Chairman



Dear friends,

With Amsterdam's meeting behind us, we now look forward to the summer (for us northern folk) and November's visit to Leonid, Sergey and the *Iz Ruk v Ruki* organisation in Moscow.

So how did the Amsterdam meeting go? Did participants hear of any good moneymaking or money-saving ideas? Do they feel more 'clued up' on developments and trends within the classifieds industry worldwide? Or was it a waste of time – a nice trip to a fun city? A break from the daily toil?

Tell us, either way, please! If something didn't work for you, no matter how small – tell us. If you brought home something of substantial benefit to you and your organisation – tell us! If we are going in a wrong direction with these meetings, you can steer us in a better direction. If we are doing something right that is working for you, your feedback can help us improve it further so more members can benefit.

Personally I felt that the FAPIA lounge was a great success. I made a point of looking in on several occasions during each day and was delighted to find it never empty! People were reading, chatting or holding brief meetings. Once again I want to thank ISV GmbH of Berlin for sponsoring the FAPIA

Lounge. I also found the Publishers' Meeting to be very beneficial. I liked the structure and the way that it was laid out and organized. You know it's a useful meeting when you don't want it to end. Well done Stefan (he's from Finland you know!)

The Committee will be beaver away on different projects on your behalf during the coming months. We are continuing the recruitment process in our search for the Executive Director in consultation with Heidrich & Struggles, the international executive search and recruitment specialists. We are also working on improving the Ad Exchange, adding more features and greater flexibility in the short term and implementing a new strategy in the medium to long term to increase the value of this tool to members.

The Committee will be meeting again in July to review progress and plan for the future. If you have any issues you want us to deal with, just contact any of the Committee members. Our contact details are printed in this, and every issue, of the FAPIA Newsletter (see back page).

I look forward to seeing everyone again in Moscow.

John Whelan
FAPIA Chairman

COMMITTEE BRIEF

FAPIA'S STRATEGY

The direction of FAPIA for the near future has been set, but the available resources to carry out some tasks is a problem, says the Committee.

Currently Head Office operates 2.6 fulltime staff, but with the placement of a new Executive Director this level will increase and allow for specific targets of the FAPIA Strategy plan to be executed and then maintained by one key driver.



The Committee work on the key components of FAPIA's future plan.

An updated strategy plan was presented to members at the Amsterdam meeting by Committee member, Stefan Anderson of Infosto Mediat Finland.

The plan is divided into two main parts: services and markets. The services component will focus on the ad exchange, conferences, industry information and matchmaking. The markets component will focus on geo-graphical markets and market segments.

Short term action steps include: hiring a new Executive Director; improvements to the Ad Exchange; implementing a marketing plan; collating industry information; and improving the conference structure and content.

The Committee meet again in July 2002.

Continued from page 1

Website launch

Although the URL remains the same, www.fapia.com has undergone a complete makeover under the direction and development of *Koopjeskrant*, Belgium and FAPIA Head Office. Before May 2002, the FAPIA website was hosted by *Buy & Sell Vancouver*. For practical reasons including the time difference between Vancouver and Head Office in Amsterdam, hosting the website closer to home ensures the needs of members are better served.

Developments for Phase Two of the website will be worked on over the summer (northern hemisphere) with the aim to launch before the Moscow General Meeting in November. Planned features for Phase Two include more interactive tools such as online conference registration, e-letters and archives, online ad coupon, data sheets, search key, news links and more.

If you haven't already logged on to the site, go to www.fapia.com and register online.

Do you know a good idea, a handy tool, a special feature we should use on the FAPIA website? What other information and services should we be supplying? Send your feedback. ALL ideas will be considered for Phase Two developments: info@fapia.nl.

FAPCOM – the next generation

At the Amsterdam General Meeting in April, the Committee decided that it was time to look at updating our ad exchange system. FAPCOM has been going in its Windows format for over five years and, although it is very stable and good at what it does, technology and the demands of advertisers have moved on. It is only right that we should therefore be looking at improvements in what is, after all, one of FAPIA's unique selling points. Two key proposed improvements include exchange of photo ads and simplifying the proof of publication system.

Editor's Note

We'll be talking to you differently from now on!

In order to meet the ongoing needs and demands of our members, we are adopting a new communication method, starting immediately.

The FAPIA Newsletter will be distributed four times a year, instead of six as currently. We need to provide the latest news and information to members instantly. The new FAPIA website provides a better vehicle to do that. The FAPIA Newsletter will continue in the same format, but provide more in-depth news, member comments, regular columns and coverage of FAPIA events.

The FAPIA website features a news section where you can find instant news stories, head-line breaks, links to industry information with updates on a regular basis. In Phase Two of the website development, we aim to include more interactive tools such as e-letters and automated notifications to keep members up-to-date.

The FAPIA database is near completion, including vital membership contact information. However, it is only as up-to-date as you allow it to be. If you want crucial, sometimes confidential, member reports and announcements to reach the right person in your company, please check with your own FCP (FAPIA Contact Person) that you are listed on the FAPIA datasheet. Each FCP received a membership staff overview form with this Newsletter. If you're not on the list, you are depriving yourself of maximum value from your membership. You can also contact us using the feedback form on the FAPIA website.

We look forward to providing you with a more efficient, effective and faster service in the future. See you next issue if we don't speak before then!

Maria Kilgour, Editor



FAPIA MARKETING AWARDS

The FAPIA Marketing Awards were announced for the first time at the recent 33rd General Meeting in Amsterdam. The Marketing Awards recognize excellence in the promotion and marketing of the classified advertising concept to the general marketplace.

Entries were selected from the submissions received for the Marketing Initiatives presentation given by Gerald Coniel during the Amsterdam meeting. More than 30 entries were received including television commercials, radio campaigns, billboard advertising, outdoor media, sponsorship and events.

Gerald Coniel, accompanied by local presenter Sylvia Schuyer presented the Marketing Awards to the winners during the Gala Night in Amsterdam.

Three categories were awarded:

- ★ **Best Marketing Concept** – *Free Ads Noticeboard*, Delhi, India
- ★ **Best TV Commercial** – *Quokka*, Perth, Australia
- ★ **Best Non-TV Commercial (radio campaign)** – *Bargain Pages*, Birmingham, UK

The winning entries will be posted on the new FAPIA website in the coming weeks.

The FAPIA Marketing Awards will be held annually pending the number of entries received. The Awards mark excellence in the promotion of the classified advertising concept and recognize individuals who excel in this area. The next Awards will take place in Vienna, Austria during the 35th FAPIA General Meeting, April/May 2003 (dates to be confirmed). Watch for details in the next issue.



Anitha Menon accepts the Best Marketing Concept Award on behalf of *Free Ads Noticeboard* Delhi for their outdoor advertising campaign which included a mammoth hot air balloon.



The catchy jingle of the cute *Quokka* TV commercial was a winner for Erik Danstedt of *Quokka* Perth who picked up the Best TV Commercial Award.



Scott Davidson, CEO of *Bargain Pages* Birmingham gives his acceptance speech for Best Non-TV Commercial which further enhanced his return to FAPIA and the classified advertising industry after a five year absence.

Head Office Changes



Isabel Mackenzie, back in her old 'Admin' seat!

Head Office is undergoing some personnel changes in the coming weeks. Former Administrator Marielle Saegaert left in May to undertake some overseas travel. While we recruit a new Administrator to start beginning of August, former colleague and Administrator, Isabel Mackenzie, will be temporarily fulfilling the role before she too departs Holland. We hope we haven't confused you too much. Either way, you can always reach someone at Head Office from Monday to Friday!

33rd FAPIA General Meeting, 25 - 27 April

The FAPIA 33rd General Meeting took place at the Barbizon Palace Hotel in Amsterdam, The Netherlands from 25-27 April 2002. More than 100 participants gathered for the two day 'Back to Basics' programme of networking, industry speakers, member panels, workshops, working groups, and social events.

The General Meeting also provided a convenient opportunity for some niche and regional meetings to take place including the Quoka inter-group meeting and a German sales meeting conducted in their national language.

The Barbizon Palace, situated on the doorstep of the infamous Red Light Area (our lips are sealed but we know who was there!), was perfectly located for some serious shopping, tourist attractions and enough restaurants to cater for every palate. Despite the changeable weather, we were pleased to see most participants leave with a smile on their face.

Thursday Events

Around 35 participants visited the office of Sanoma Uitgevers (Publishers). After a half hour bus journey to Hoofddorp, members were given a guided tour around Sanoma's state of the art call centre and photo studio. The site visit destination was different from previous meetings, giving some mixed but mostly positive responses afterwards.

In the evening, participants gathered for the Welcome Reception in the Olof Chapel, the official start to the 33rd General Meeting. While a classical music trio played in the background, old friends and new met in an informal environment before heading into the bright (red) lights of Amsterdam.

Friday Events

Publishers' Meeting

You know it's a good meeting when participants want the session to be longer. And that was exactly what happened at the recent Publishers' Meeting, chaired by Stefan Anderson from *Infosto Mediat*, Finland. Stefan kicked off the session by presenting key findings from the Back to Basics survey that was completed by publishers prior to the meeting. Topic areas included circulation, marketing and pricing, zoning and ad sales. Participants divided into working groups, were allocated one of these topics and given questions to discuss. After the report back session, Ben Tompkins and Julie Langley from Broadview, UK gave a presentation on current market trends and techniques for optimizing shareholder value.

The content and structure of the Publishers' Meeting was well received and will follow a similar pattern in Moscow with John MacBain as chairman.

Sales Managers' Meeting

Twenty five people registered for the Sales Meeting chaired by Jason Zeelie of *Junk Mail* Johannesburg, although head count on the day shows more turned up. Discussions focused on package selling, rate card discounting and incentives and incentive plan

case-studies. Initially, language barrier was a problem but by the coffee break, participants were exchanging ideas, discussing challenges and sharing work practices in a relaxed and open environment.

FCP Training Workshop

Led by Klaus Rogetzer from Infrasoftware, and Dorthe Eren from *Den Bla Avis*, the FCP Workshop was effective and useful for the small number that turned up. The group was divided into 'new' and 'experienced' users to ensure training was directed at the right level and needs of participants.

Business Meeting

A record meeting that was over in less than two hours. During that time, however, the membership voted on a number of business items including:

- Approval of Secretary and Treasurer reports
- Approval of financial statements for 2001
- Appointment of Accountants & Belasting-advisers Berk as auditors for 2002

Dorthe Eren and Jason Zeelie gave brief reports on the FCP Training Workshop and Sales Managers' Meeting.

The Chairman, John Whelan, gave a review of the Committee's work to date which has mostly been dominated by the search for an Executive Director, and more recently an immediate plan to upgrade, and eventually replace, the Ad Exchange system to make it easier to use, cheaper, to include new features and provide additional feedback and support for members.

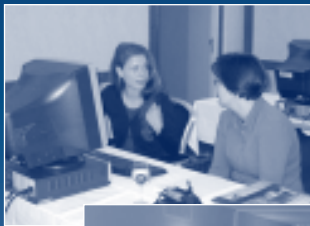
Stefan Anderson gave an update report on the marketing strategy following his Vancouver presentation (see page 2 for more details).

And to finish on a positive note, the new FAPIA Website launch was announced. Participants were also able to test the site at the FAPIA Internet Café during the conference.

Saturday Events

The sessions where members shared experiences were by far the strong points of the Conference Day. Sally Winfield, Group Classifieds Director DMGT (Associated News) UK, overcame a few technical difficulties and presented a case-study of how DMGT, owners of Loot, keep steps ahead of the competition and maintain their place in a changing marketplace.

Guy Spriggs from Rosetta, Amsterdam, provided practical tips for reducing costs and increasing revenues by allowing advertisers to enter their own ads over the web. A bold approach that led to a number of questions by participants.



Serious business discussion and debate takes place during the meetings



Industry speakers as well as members presented to a well attended audience during the Saturday programme



More focus on member merchandise and papers attracted some impressive displays

2002, Amsterdam, The Netherlands

Pan Arab paper joins FAPIA



Al Waseet, owned by KUC (Kuwait United Company for Advertising, Publishing and Distribution) successfully joined FAPIA in April as a first-level member.



Represented in Amsterdam at the FAPIA General Meeting by General Manager, Marwan Dimas, Al Waseet has become the first free distribution paper to join the association. Al Waseet, meaning "the middle man", is published once a week, is home delivered,

and distributed in Kuwait, Beirut, Ab Dhabi, Amman, Al Manama and Dubai. With a combined readership of 14 million per week, the paper attracts 7,000 advertisers a week. The first paper was launched in Kuwait in 1992, followed by Beirut in 1996, and the most recent being Dubai in 2001.

We would like to officially welcome our first Middle Eastern member to FAPIA. If you want to welcome Al Waseet personally, please send a note to Marwan Dimas by email: marwandimas@al-waseet.net.

The Distribution panel, facilitated by Jack Humphreville, resulted in a lively debate looking at different models used by four members from Australia, Germany, South Africa and the US. An in-depth discussion on the issues they face, solutions they have implemented, and the challenges of tomorrow proved so interesting, the session was literally cut short as it ran into the lunch break!

A highlight of the day was the closing "Marketing & Promotion Initiatives" presentation by Gerald Coniel of *Junk Mail* Johannesburg. The room came alive with the sights and sounds of member television commercials, radio ads, and indoor and outdoor media promotions. Gerald reviewed 30+ campaigns which were sent in by members. He gave a brief overview of each one, and offered members in the room the chance to comment on, and in some cases defend, their marketing initiatives as they were shown on screen.

In the evening, the 15th century Olof Chapel was transformed with sparkling decor for the first FAPIA Marketing Awards and Gala Dinner. Guests were escorted to the Chapel by De Lakeien (footmen) and introduced one by one as they entered the room. The Marketing Awards were announced and presented by local guest Sylvia Schuyer and FAPIA member Gerald Coniel (who was not drunk!) during a delicious Dutch-style three-course meal. Swinging dance band Celebration then hit the stage and the rest of the night, as they say, is history!!!

Thanks again to our sponsors in Amsterdam:

- Calligramme for the name badges
- ISV GmbH for the FAPIA Lounge
- Rosetta for the Internet Café

There will be sponsorship opportunities at the next FAPIA General Meeting in Moscow. Sponsorship is available to members and industry suppliers.

Minutes of the Business Meeting are in the FAPCOM Library and in the Members-only section of the FAPIA Website (www.fapia.com).

WHAT YOU SAID... About Amsterdam

- ⇒ For more than 60%, networking was the key motivator to register
- ⇒ Most liked the new two-day format
- ⇒ "There was more discussion and interactivity this time"
- ⇒ "I was amazed to learn that 'free paper-free ad' was a possible business model"
- ⇒ "I took good information from other's experiences"
- ⇒ "Publishers complicate a simple business, we need to keep it simple"
- ⇒ "Participants should be prepared and do presentations"
- ⇒ "Back to basics means cutting out irrelevant business - we did not discuss that"
- ⇒ "There should be a best rack competition: photo's of racks from different papers with a vote on what is best"
- ⇒ "The Publishers' Meeting was professionally organised and prepared"
- ⇒ "The FAPIA Lounge was a great idea"
- ⇒ "I got to relax in the FAPIA Lounge, just fine!"
- ⇒ "Beer!" (?)

Home away from Home



A constant stream of visitors to the Rosetta-sponsored Internet Café kept members in touch with home and the office during the GM.

ROCKIN' AND ROLLIN' IN THE OLOF CHAPEL AMSTERDAM



"Let the Party begin"



We'll drink to that...



...and eat...



...and chat...



...and dance...



...and PARTY!!!



For more photo's of the Amsterdam General Meeting, visit 'Events' on the FAPIA Website - www.fapia.com



Old friends...



...and new!

TOMORROW'S MEMBERS

Malta Delayed

Free ads paper Teledeal were forced to withdraw their membership application in April as a result of financial pressures in Malta. Publisher, Patrick Rausi has indicated their intention to re-apply for membership in 2003 once their situation has improved.

Teledeal meets all criteria required for first and second level membership to FAPIA. Publishers were notified of this application including details about this paper in April.

FAPIA Head Office will be inviting Teledeal to Moscow for the 34th General Meeting.

Pakistan Start Up

A new free ads paper is starting in Karachi, Pakistan. In a direct response to the exorbitant prices charged by a large number of daily classified papers for advertising, local businessman Ghazzanfar Ali Manghi has discovered there is a real demand for a free ads paper in Pakistan.

Mr. Manghi contacted FAPIA Head Office after reading about the association on a member website. He ventures to start a weekly publication at first, and then develop it into a daily as there is great potential in the local markets he says.

For more information about this start up, please contact Head Office: M.Kilgour@fapia.nl.

Membership Application procedure

There was some confusion over the correct procedure for membership application under the new rules following the recent General Meeting. This matter has now been resolved and all applicants for first level membership will be required to give a short presentation to members at a FAPIA General Meeting before they officially become a member.

The procedure will be as follows:

For first level membership, notification will be sent to members about the application at least three weeks before the first day of the first forthcoming General Meeting. Members will have until one week before the first day of the General Meeting to submit any objections. In the case of an objection, the application will be discussed at the General Meeting and the applicant will be given the opportunity to defend the application. In all cases, the applicant will

give a short presentation at the General Meeting regarding the nature of their business. Members will have the opportunity to take a formality vote, and unless more than 50% object, they will become a member.

For second level membership (and entrance to the ad exchange), an applicant must already be a first-level member. Members will have a two-month period from the date of notification to submit any objections against the application. No presentation is necessary unless objections are received. In the case of an objection, the application will be discussed at the General Meeting and the General Meeting will decide if the application will be accepted.

If you have any questions about the application procedure, or you know of a prospective member we can contact, please email Head Office: info@fapia.nl.

MOSCOVITES WELCOME FAPIA TO MOSCOW

Moscow Update

Moscow is a magic city to explore. Rich history, and superb art and architecture, will provide the perfect background for our upcoming event in November. The FAPIA General Meeting will take place at the Marriott Grand Hotel, located in the cultural heart of Moscow on main shopping drag, Tverskaya Street. The hotel is within walking distance to major attractions Pushkinskaya Square, Red Square, the Kremlin, and the Bolshoi Theatre.

As for the content, we will be working to match the richness of the city with a new and improved programme. The "Back to Basics" theme will feature again but will focus on a different set of topics and current issues. The conference programme and registration details will be sent to you in August by mail, and posted to the FAPIA website. You will have the choice to register online, by fax or by mail.

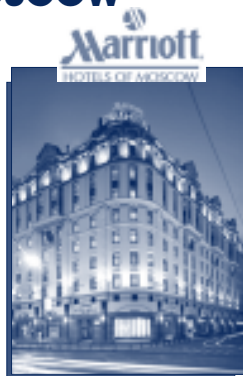
GM Dates: 21 – 23 November 2002

Please note that the 34th General Meeting is taking place later than usual for our year-end meeting because the host, *Iz Ruk v Ruki*, is hoping for snow. Why, you ask, when it's cold enough in Moscow without snow? *Iz Ruk v Ruki* is organizing a very special party and snow will simply cap it off they say (s'cuse the pun!).

Now get to work and brush up on your Russian. Lesson one: "Skolko" = How much?!



Two members of the *Iz Ruk v Ruki* team look forward to welcoming FAPIA to their city in November



Quick Connect...

TOP PICKS THIS ISSUE

www.russia-travel.com

www.moscow-guide.ru

Start researching this great city for the FAPIA General Meeting

www.paperspace.com

Latest industry news and market specifics in the pulp and paper sector, particularly in the European sector. English and German.

www.ePublishingNews.com

Daily news for electronic publishing industry

www.mediatechnology.com

News, information and resources on the technology of media creation, media infrastructure and media distribution

HEADLINES

Newsprint prices nosedive

Since the beginning of this year, prices for newsprint in the US and in Europe have been slashed. As of 21 May, the US price was \$431.28 per metric/ton, down over \$62 since the beginning of the year. In Europe, the price dropped over €58 to €556.12. This significant reduction in overheads should be filtering through to printing contracts by now – maybe you need to talk to your printer? For regular monitoring of newsprint prices, visit www.paperspace.com.

eBay billions

This year, eBay expects to sell \$2 billion worth of used cars and \$1 billion worth of computers.

Yahoo! to stop some auction sites

Yahoo! is set to stop operations in a selected number of its European based auction sites (UK, Ireland, France, Germany, Italy and Spain) allowing eBay to provide its services in that area. Yahoo! will promote eBay's services through links and banners in the countries where it is to withdraw from so that it can concentrate on core areas of its business.

Brits send 44 million SMS a day

April marks the ninth consecutive month where over a billion messages were sent in the UK according to figures released by The Mobile Data Association (MDA) in May. Person-to-person figures for April are up by 1 billion on the previous month and confirm predictions of a steady growth in text messaging following the billion landmark figure first topped in August 2001. Britons now send 44 million text messages each day across the four UK GSM networks.

Ref: MDA

3G European delay

Third-generation services are supposedly beginning at least a year late in Europe according to a recent Upside report. Banks and operators only expect a mass-market rollout between 2004 and 2006. Some of the problems causing the delay include the inability to handover 2G to 3G seamlessly, handsets that aren't actually up to scratch yet, environmentalists and town planners objecting to new radio sites, operators wanting to share costs of new network equipment, and WCDMA (wideband code division multiple access) proving to be too complex.

KPN shut down

KPNQwest, the pan-European provider of data services based on IP, has had to close down its network because it couldn't find a buyer. The company, whose main shareholders are Dutch telecoms company KPN and Qwest Communications of the US, filed for bankruptcy protection from its creditors last month but alas, they've run out of funds to keep operations afloat.

AOL takes aim

Everybody loves to hate Microsoft, but now software giant AOL Time Warner is finally able to take it one step further. The total sum of the latest AOL lawsuit is rumoured to be so big, that it's going to hurt Microsoft!

UPCOMING EVENTS

NEXPO 2002

World's largest annual technical exposition and conference for newspapers organised by Newspapers Association of America.

www.nexpo.com
Orlando, USA
22-25 June 2002

Digital and On Demand Newspapers

Developments in technology and business strategies for digital and on demand newspapers organised by Pira International Conference.

www.piranet.com
London, UK
10 July 2002

IFRAExpo 2002

With more than 200 exhibitors, IfraExpo promises to have almost every conceivable solution for publishing business success.

www.ifra.com
Barcelona, Spain
14-17 October 2002

34th FAPIA General Meeting

Moscow, Russia
23-25 November 2002

Interactive Newspapers Content Summit

Annual newspaper publishers meeting through Interactive Newspapers.

www.contentsummit.com
Zurich, Switzerland
January 2003

...watch for regular updates under Events on the FAPIA Website



Wanted: "Member Artwork"

FAPIA Head Office is collecting artwork and photographs of classified advertising papers being produced.

We are producing the new FAPIA Marketing collateral in the coming weeks. We are looking for photographs of papers in action, e.g. in the call centre, being printed, being distributed, on the shelf, in the news stand, being read by the general public. It is likely you have material from your own marketing initiatives.

If you have material we could use, please send as soon as possible to Head Office either by post (address on cover) or by email to M.Kilgour@fapia.nl. All material will be returned upon request.

Reminder

A copy of the current FAPIA Articles and Bylaws, effective 1 January 2002, is available in the FAPCOM Library and on the FAPIA website (www.fapia.com) in the General Information section. Alternatively you can contact Head Office for a copy.

Reminder

FAPIA half-yearly ad exchange statistics will be sent to publishers, as listed in the FAPIA database, in July by mail. If you are a publisher and not sure if you are on our list, please contact Head Office by email: info@fapia.nl.

TOP PICKS!

■ Free Yorkshire Terrier. 8 years old. Hateful little dog.

■ Free puppies: ½ cocker spaniel, ½ sneaky neighbours dog.

■ 1 man, 7 woman hot tub - \$850/offer

■ Full sized mattress. 20 yr warranty. Like new. Slight urine smell.

■ Nice parachute. Never opened. Used once.

■ Joining nudist colony! Must sell washer & dryer \$300.

■ Alzheimer's Centre prepares for an affair to remember

■ For Sale by Owner: complete set Encyclopedia Britannica. 45 volumes. Excellent condition. \$1,000 or best offer. No longer needed. Got married last weekend. Wife knows everything.

Colofon

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

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.



Best Coupon for 2002

It's time to get the creative juices flowing as we search for FAPIA's best coupon for 2002. The annual **Best Coupon Competition** officially opens this month. Entries will be accepted up until 25 October 2002. Only the most visually appealing and accurate coupons need apply. This is your chance to hit the spotlight, to place your paper on the international map, to be the envy of all.

All entries must meet the following criteria:

- ✓ Accurate listings and member details
- ✓ User-friendly for your advertisers
- ✓ Marketing flair to catch reader attention
- ✓ Creative and unique
- ✓ Promotional value to FAPIA

Entries may be sent to Head Office by email (info@fapia.nl) or post (FAPIA, Rokin 36/2, 1012 KT Amsterdam, The Netherlands). The coupon must be published at the time of entry submission and you may be asked to provide a current issue to confirm.

The Best Coupon Award will be announced and presented to the winner at the 34th General Meeting in Moscow, and then posted to the FAPIA website for all to see during 2003.

We are waiting with anticipation for the entries to start rolling in...if last year is anything to go by, we're going to have to clear some space!

PERSONAL COLUMN

FCP CHANGES

- *Segundamano*, Buenos Aires - we welcome Marcela Marquez to the FCP chair in south America. Marcela (SBMM) replaces former FCP, Marcelo Lupi, who left beginning of this year.
- *Things that Go*, Melbourne - Melanie Chalklen (GMMC) is our new point of contact downunder in Australia for FAPIA.
- *Trade & Exchange*, Auckland - another new face downunder but this time in 'kiwiland'. KiaOra to Sarah Morgan (NZSM) and a farewell to Stacey Wilmshurst.
- *Via Via*, Rotterdam - at last we can introduce the new FCP at *Via Via*, Henriette Hattenbach who looks after all *Via Via* papers in The Netherlands.

HEAD OFFICE CHANGES

- We say farewell to Marielle Saegaert, FAPIA Administrator, who leaves us after a year. Former colleague, Isabel MacKenzie (FAIM) will temporarily fill her shoes until we find a permanent replacement.

FAPIA Committee Members

Chairman

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