

Ideas & Innovation in magazine classifieds

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Group Advertising Director
IPC Media

Contents

- **The corporate stuff!**
- **Offline & Online – exploring the relationship between print & online**
- **Ideas & Innovation in magazine classifieds**
 - **Building the NME festival community**
 - **Country Life and Independent Schools**
 - **All Things Home – building an online directory**
- **People**
- **Summary**

Time Warner

<p>Interactive Media</p>	<p>Film</p>	<p>Music</p>	<p>Cable and Satellite</p>	<p>Video</p>	<p>Other Investments</p>
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Television and Radio

Publishing

IPC Media

A Diverse Portfolio

IPC CONNECT



IPC TX



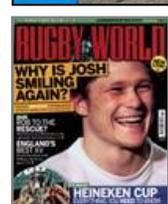
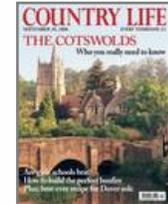
IPC IGNITE



IPC SOUTHBANK

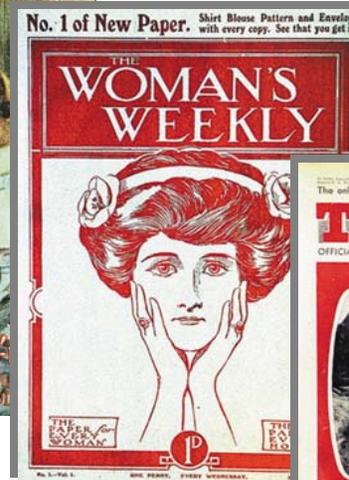
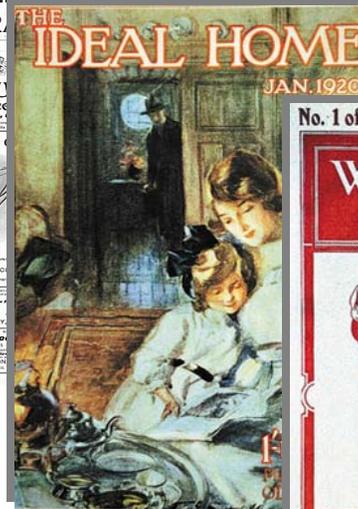
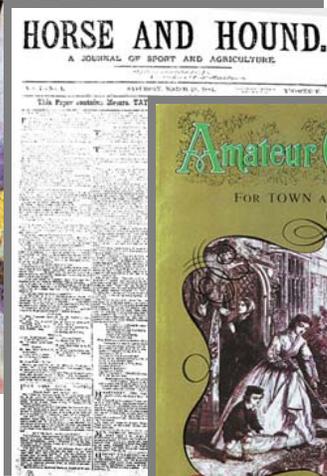


IPC INSPIRE



From early beginnings...

Our brands are publishing icons



...to an online present

extending across platforms

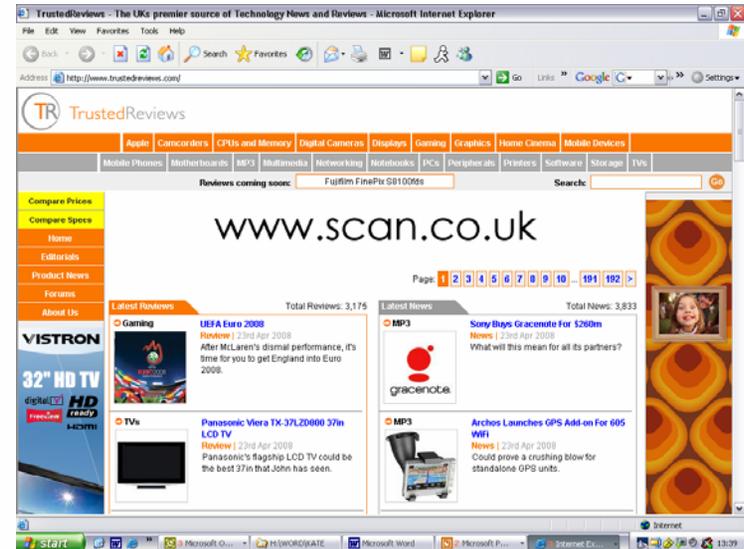


IPC Media's Portfolio

- **Almost two in every three UK women and over 45% of UK men read an IPC magazine**
- **Over 80 magazines from The Field to Look, our latest high street fashion and celebrity weekly**
- **Digital properties include NME.com, the third largest commercial music website in the UK and housetohome.co.uk, the UK's first homes portal**
- **IPC's brands are, very simply, at the heart of the UK's cultural life**

IPC Media's digital portfolio

- 63 websites
- 6.2m unique users
- Diverse portfolio of audiences, brands
- Branded sites
- Portals
- Acquisitions – Trusted Reviews
 - How can it compliment what we give our readers?
 - How can it extend what we offer advertisers?



The magazine market

- **The magazine industry is in robust health**
 - **Total circulation growth of 1% in last 12 months**
 - **Never been more magazines sold**
 - **39 new launches 2006 / 2007**
 - **Over 3,500 consumer magazines**

PPA Marketing Study

70% of online adults have been prompted to search by offline messaging

TV and magazines both scored quite high in terms of driving the search for information on products online

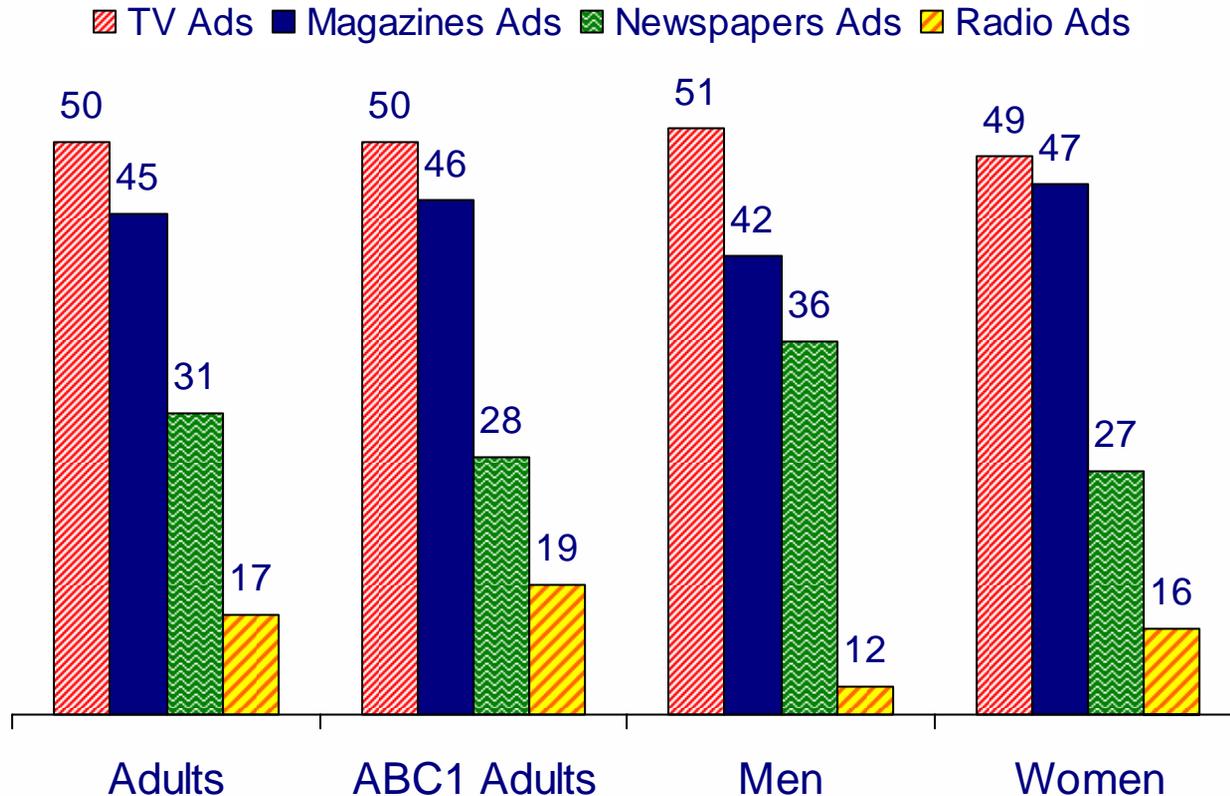
Magazine and TV advertising drive search across all product categories. However, magazine advertising is the most cost efficient offline driver of online search



PPA Marketing Study

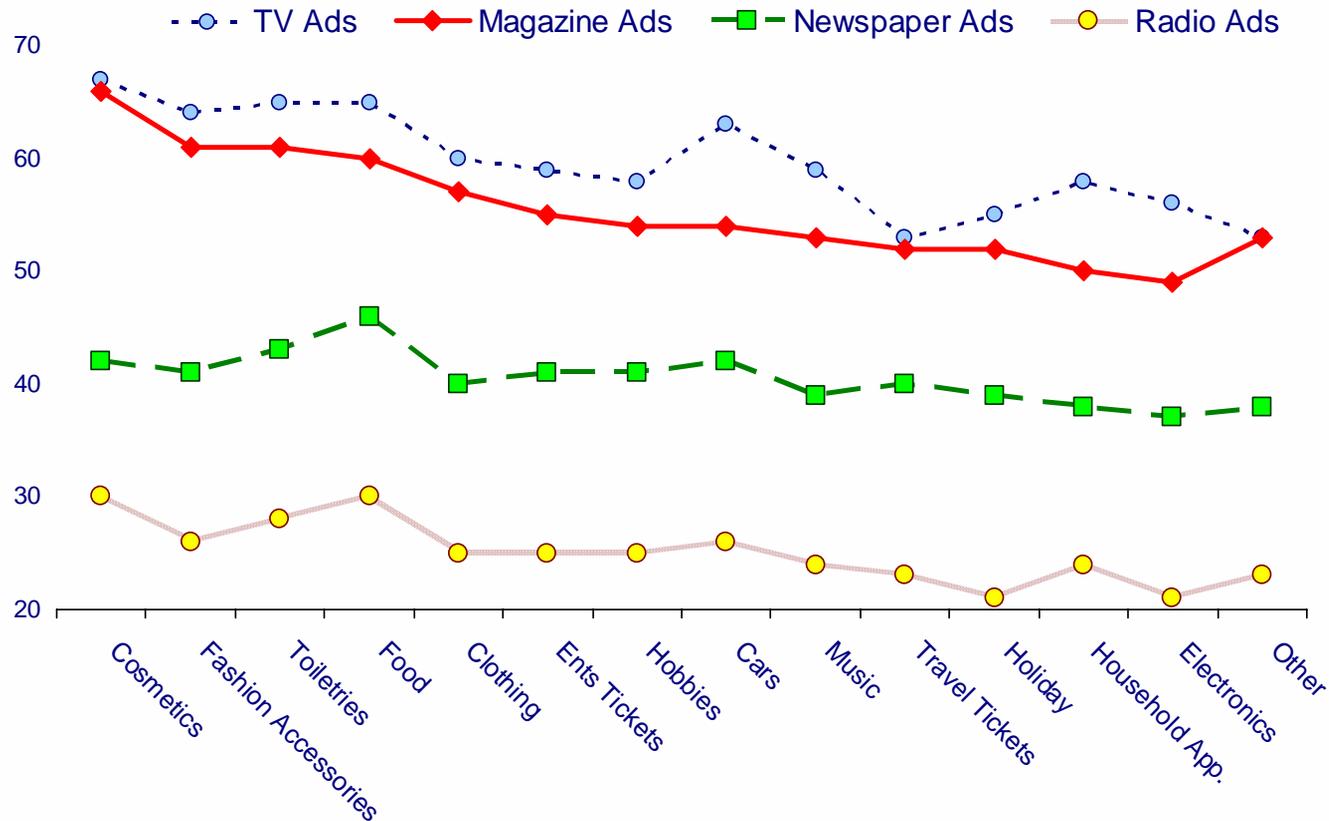
- **58% of online adults have made a purchase online as a result of offline messaging**
- **TV (32%) and magazines (32%) are as strong as each other for driving online purchasing amongst adults and more specifically ABC1 adults**
- **TV advertising (34%) is the strongest driver of online purchase amongst men followed by magazines (33%). However, for women, magazines (32%) are the strongest driver of online purchase followed by TV ads (30%)**
- **Moreover, in over 70% of product categories, magazines are the primary driver of online purchase**

PPA Marketing Study



"Which of the following have triggered you to go online when looking for information on products that you have considered purchasing?"

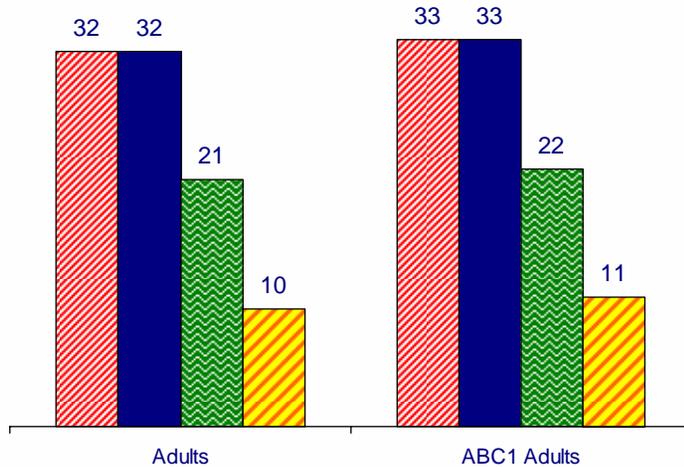
PPA Marketing Study



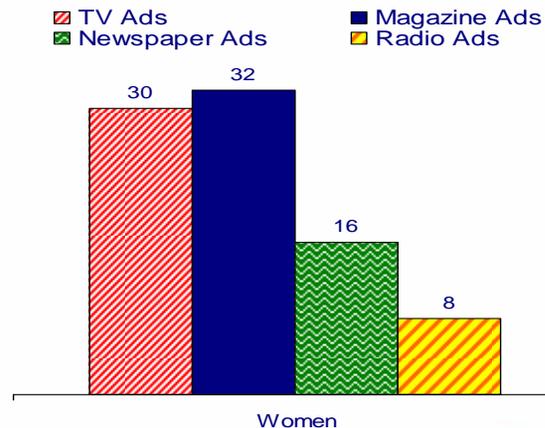
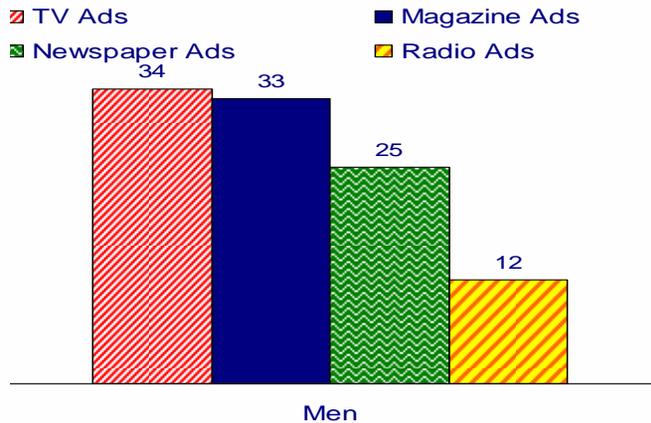
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PPA Marketing Study

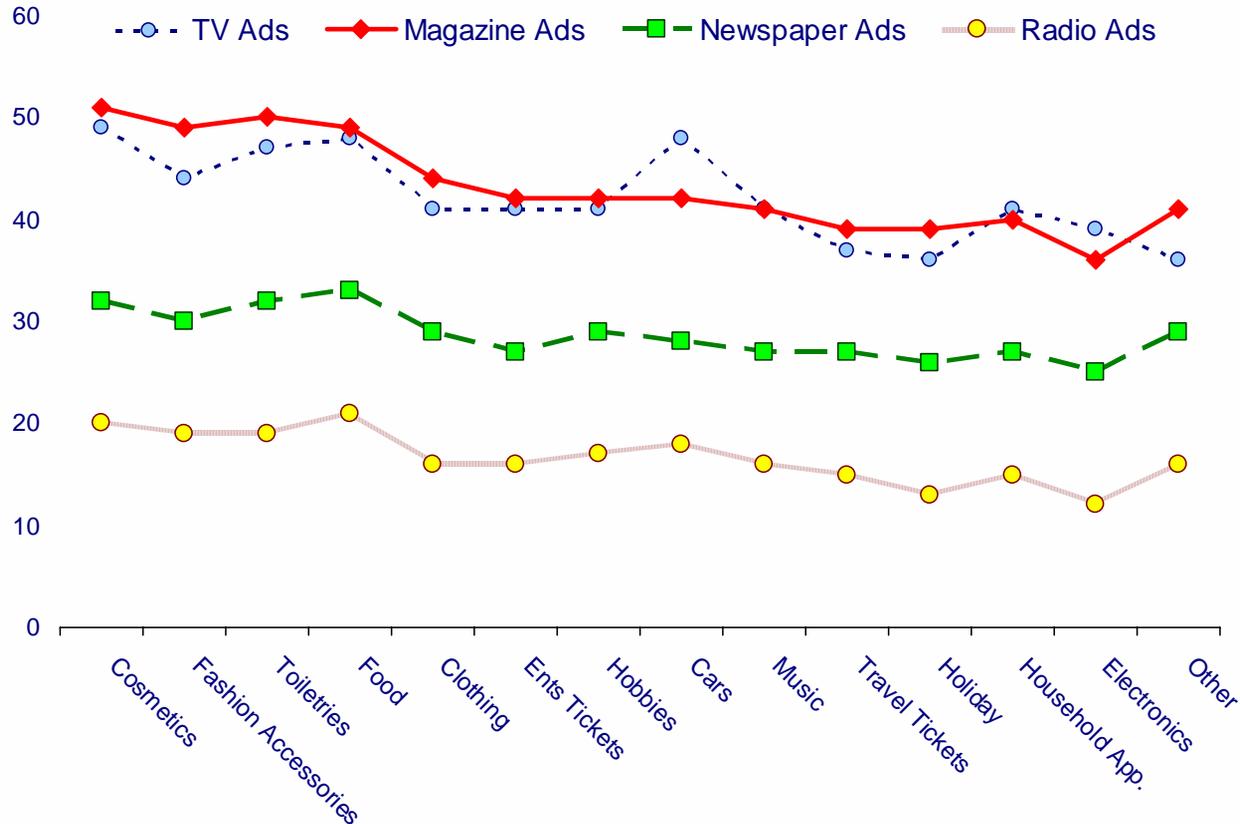
▨ TV Ads
 ■ Magazine Ads
 ▨ Newspaper Ads
 ▨ Radio Ads



"Did any of the following help you with *ideas* or *information* on any of the online purchases you made?"



PPA Marketing Study



"Did any of the following help you with ideas or information on any of the online purchases you made?"

Our own evidence!

B Bootyful.com



“From the first day of the advertisement appearing in the magazine we noticed a difference. In addition to increased sales we also had a huge increase in the number of inquiries and visits to our website”

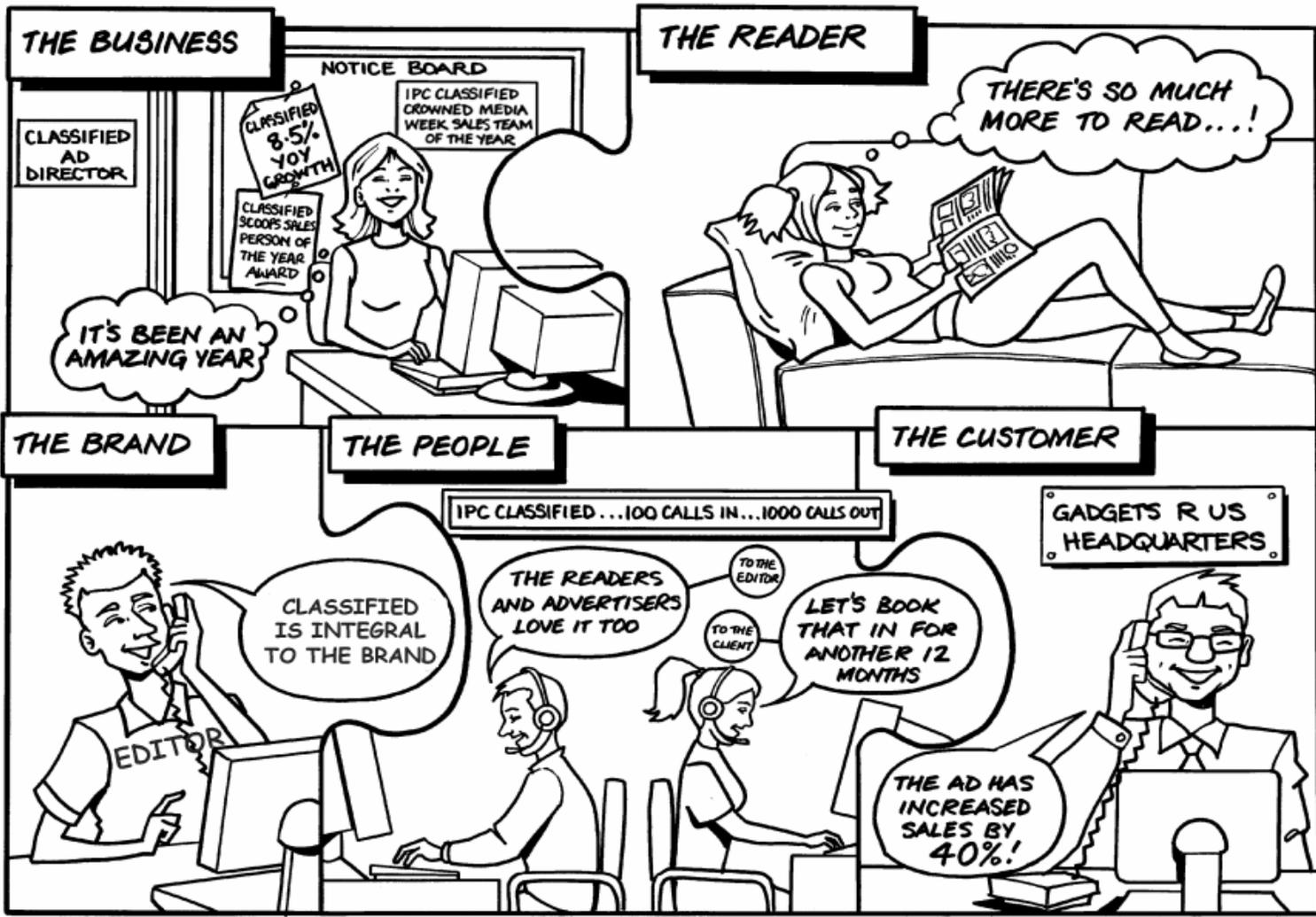
To Advertise Call 020 3148 2826

THE LOOK DIRECTORY

Our own evidence!

“I am so pleased with everything! In fact, I kiss my ad goodnight each and every night (yes laugh if you want to I DON'T CARE”

Synergy at IPC Classified



IPC Classified

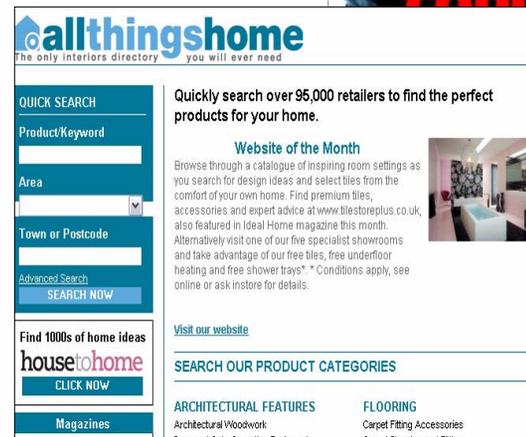
- **130 staff**
- **Sell across over 150 magazines, one shots and websites**
- **Staff often at first stage of media career**
- **Award winning teams!**
- **Most satisfied staff at IPC**
- **Stable print revenues**
- **Strong online growth**

Ideas & Innovation

➤ What was the opportunity?

➤ How did we execute it?

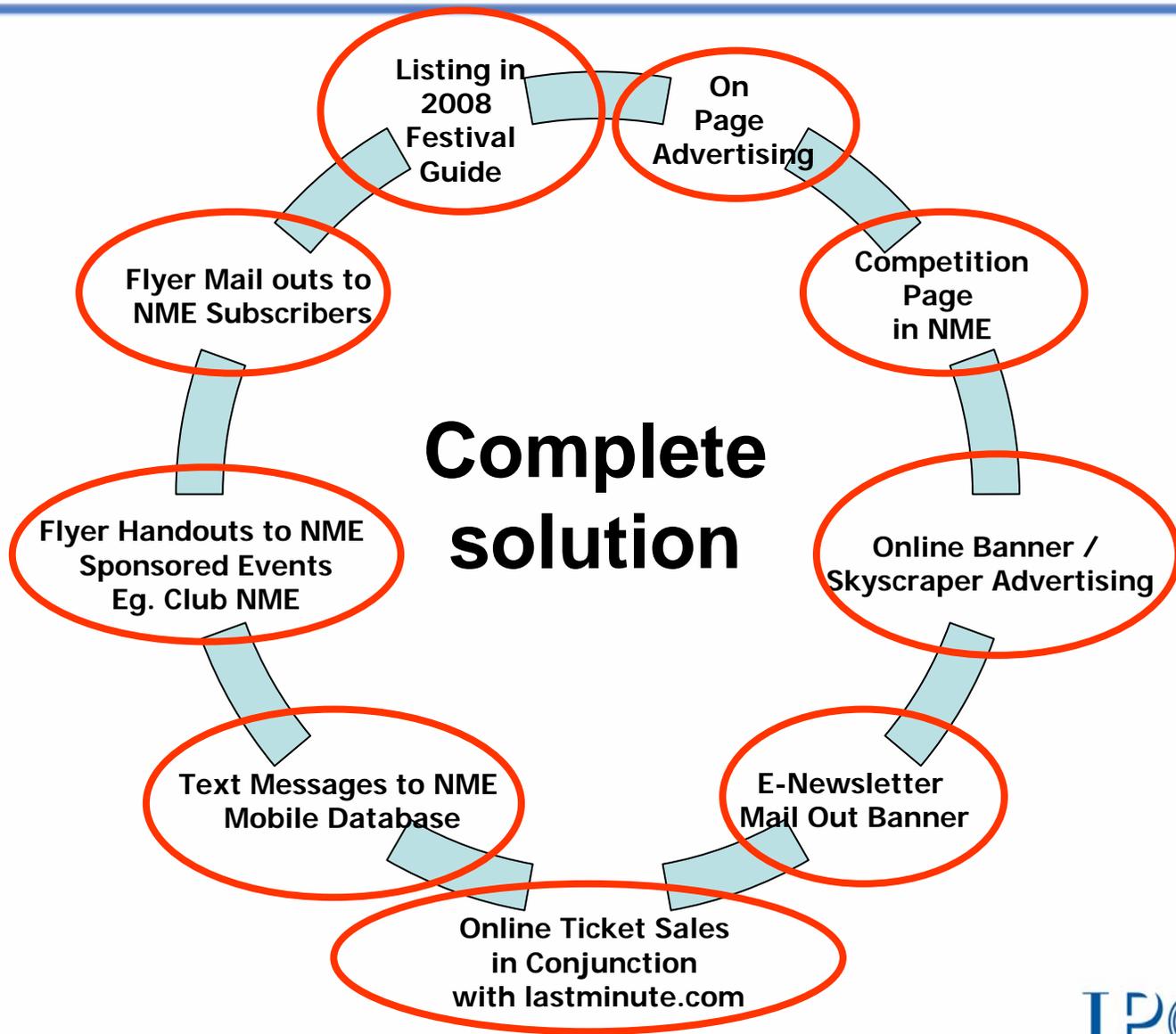
➤ Does it work?



- **To exploit the increasing growth in European Festivals**
 - Building on our core strength of live advertising
 - Exploiting a current trend
 - Creating a Festival Community
 - Delivering for our customers and our audience
 - True multi platform delivery
 - From section growth to full standalone supplement



Ideas & Innovation



Ideas & Innovation

Silver, Gold and Platinum Festival Packages



FESTIVAL PACKAGES

NME Live is offering tailored Festival Packages to Festival Advertisers during summer 2007.

Festival Promoters can purchase a package alone with the option of upgrading by purchasing additional services.



Silver Festival Package

On Page Advertising	1 ¼ Pages + ½ Page Free of Charge
Editorial Support	Listing in 2007 Festival Guide
Online Ticket Sales	NME & Last Min.
Total Cost =	£5,000

Add On Options
Banner on Gigs and Tickets Page of NME.com
NME Reader Text Alert
NME Reader E-Alert
Flyers Handout at NME events
Mail Out to NME subscribers

> NME readers are more than twice as likely than the national average to be concert goers
> They are 59% more likely to agree that music is an important part of their lives
> They are almost three times more likely to like listening to new bands
> There are 416,000 NME readers each week

Alex Wright
Field Sales Executive
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Gold Festival Package

On Page Advertising	4 Pages + 1 Page Free of Charge
Editorial Support	1/8 Page in 2007 Festival Guide
Online Ticket Sales	NME & Last Min.
Online Support	Advertisement On Festival Marketplace
Total Cost =	£15,000

Add On Options
Banner on Gigs and Tickets Page of NME.com
NME Reader Text Alert
NME Reader E-Alert
Flyers Handout at NME events
Mail Out to NME subscribers

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Platinum Festival Package

On Page Advertising	8 Pages + 2 Page Free of Charge
Editorial Support	1/8 Page in 2007 Festival Guide
Marketing Support	NME Reader Text Alert
Online Ticket Sales	NME & Last Min.
Online Support	Banner in NME.com and Festival Marketplace Advertisement
Total Cost =	£30,000

Add On Options
NME Reader Text Alert
NME Reader E-Alert
Flyers Handout at NME events
Mail Out to NME subscribers

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Does it work?



“In the last couple of years the Lowlands Festival has enjoyed working with NME and has succeeded in building up a substantial UK fan base, welcoming over 4000 UK festival goers last year. We think this is specifically thanks to our advertising in NME and in setting up contests & editorial attention in the NME”

**Irene Koot
Promoter
Lowlands Festival: The Netherlands**

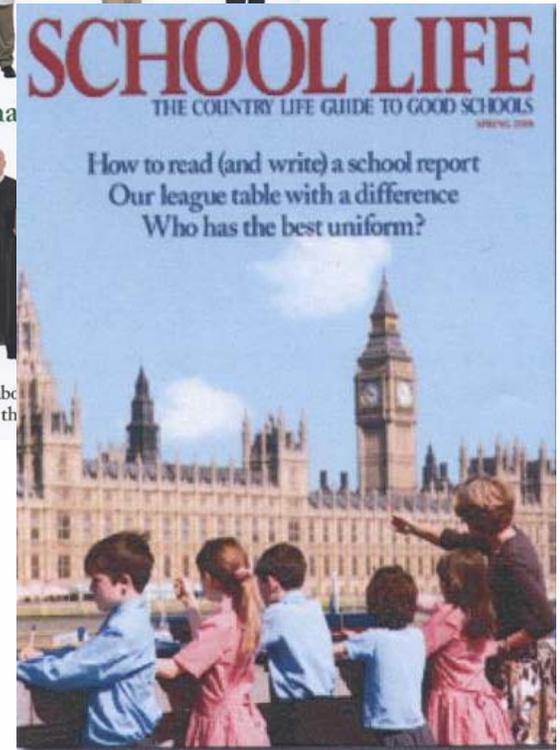
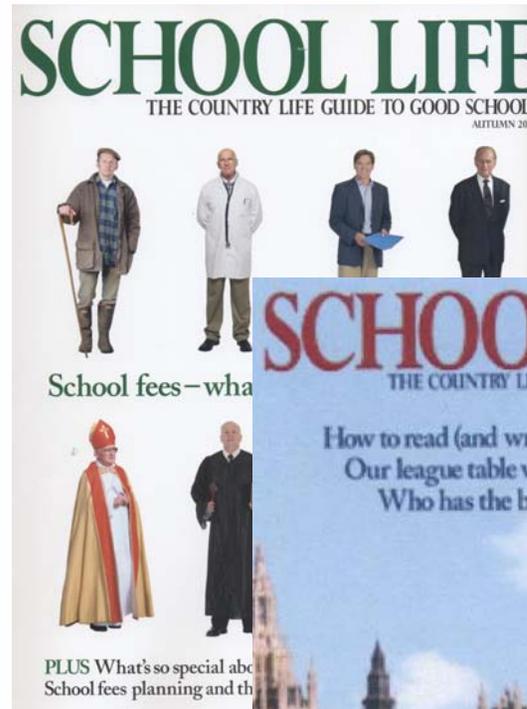


“It’s been our first year working with you but we’re happy with the results of every promotion done in NME”

Ibai Villapun

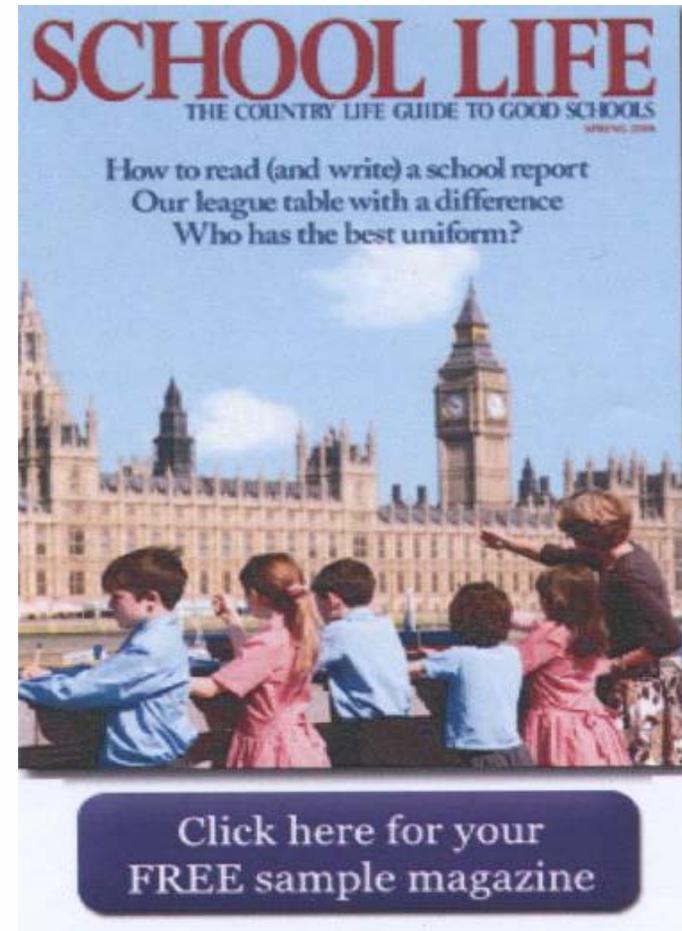
Ideas & Innovation

- **Country Life Guide to Independent Schools**
 - Capitalise on the growing trend
 - Country Life audience definite target market
 - Trusted “opinion” of Country Life team
 - Distinctive editorial style
 - Heritage & reader loyalty of audience
 - Add value to the brand
 - PR potential



Ideas & Innovation

- **Developed regular revenue stream into bi-annual supplement**
 - 25 advertising pages
 - Free directory listing in supplement
 - New directory set up online
 - Online & print packages
 - E-newsletter to 8000 subscribers
 - “zinio” edition
 - Competition for family holiday



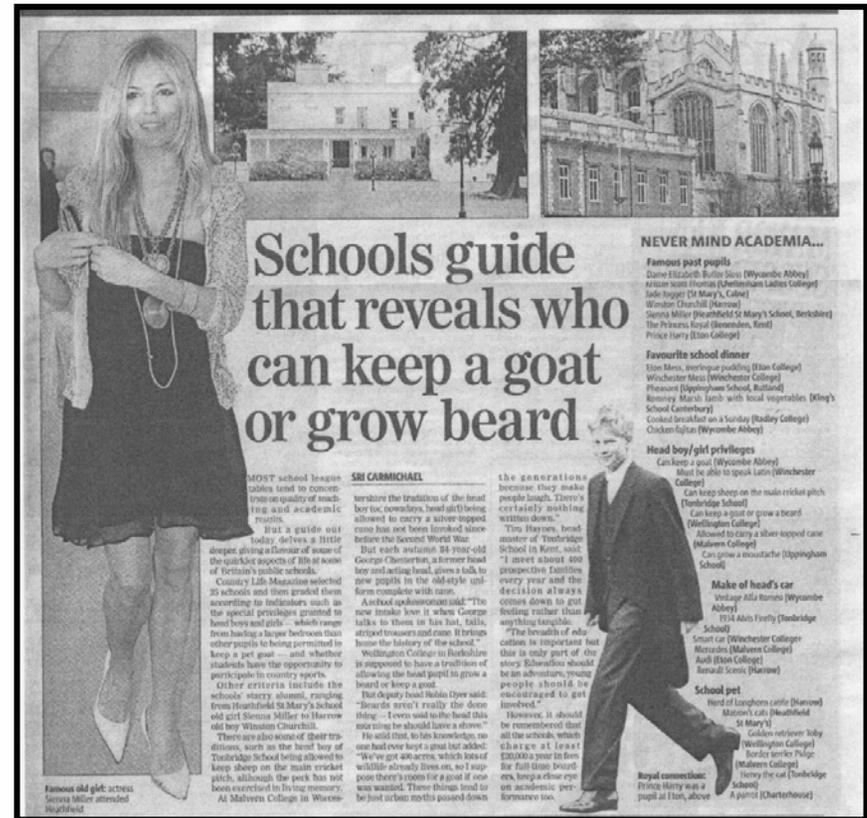
Does it work ?

Evening Standard
17 April 2008

“School Life is a stimulating source of information for parents interested in the best of independent education”

Wellesley House School

- **20% retention into core title**
- **PR**



Schools guide that reveals who can keep a goat or grow beard

NEVER MIND ACADEMIA...

Famous past pupils
Diane Elizabeth Butler Sims (Wycombe Abbey)
Alison Hunt Thomas (Barnetby Ladies College)
Jade Bayler (St Mary's, Cate)
Winston Churchill (Marlow)
Sunny Miller (Haverhill St Mary's School, Berkshire)
The Princess Royal (Bromfield, Kent)
Prince Harry (Eton College)

Favourite school dinner
Eton Mince, morning pudding (Eton College)
Winchester Mince (Winchester College)
Pleasant (Bishopsham School, Bathurst)
Bramley Marsh lamb with local vegetables (King's School, Canterbury)
Cooked breakfast on a Sunday (Ridley College)
Chicken (Ighite Wycombe Abbey)

Head boy/girl privileges
Can keep a goat (Wycombe Abbey)
Must be able to speak Latin (Winchester College)
Can keep sheep on the main cricket pitch (Durbridge School)
Can keep a goat or grow a beard (Wellington College)
Allowed to carry a dove topped cane (Malvern College)
Can grow a moustache (Bishopham School)

Make of head's car
Volvo Alfa Romeo (Wycombe Abbey)
Ford Focus (Durbridge School)
Smart car (Winchester College)
Mini (Malvern College)
Audi (Eton College)
Renault Scenic (Marlow)

School pet
Herd of Longhorn cattle (Marlow)
Mutton (St. Heathfield St Mary's)
Golden retriever 'Robby' (Wellington College)
Border terrier 'Pudge' (Malvern College)
Terry the cat (Durbridge School)
A parrot (Charterhouse)

Famous old girl: actress Sienna Miller attended Heathfield

Royal connection: Prince Harry was a pupil at Eton, above

Most school leaguers tend to convert into on quality of teaching and academic results.

But a guide out today delivers a little insight into a range of some of the quietest aspects of life at some of Britain's public schools.

Country Life Magazine selected 25 schools and then graded them according to indicators such as the special privileges granted to head boys and girls – which range from having a large bedroom than other pupils to being permitted to keep a pet goat – and whether students have the opportunity to participate in country sports.

Other criteria include the schools' history alumni, ranging from Heathfield St Mary's School old girl Sienna Miller to Harrow old boy Winston Churchill.

There are also some of their traditions, such as the head boy of Durbridge School being allowed to keep sheep on the main cricket pitch, although the pitch has not been exercised in living memory. At Malvern College in Worce-

SIR CARMICHAEL

terrestriate the tradition of the head boy (or cowboys, head girl) being allowed to carry a silver support case has not been invoked since before the Second World War.

But each retains its 19th-century George Chesterton, a former head boy and acting head, gives a talk to new pupils in the old-style uniform complete with cane.

Asked what he loves it when George talks to them in his hat, tails, striped trousers and cane. It brings home the history of the school.

Wellington College in Berkshire is supposed to have a tradition of allowing the head pupil to grow a beard or keep a goat.

But deputy head Helen Dyer said: "Beards aren't really the done thing – I even said to the head this year that he should have a shave."

He said that, to his knowledge, no one had ever kept a goat (or added: "we've got an arena, which head wildlife already lives on, so I suppose there's room for a goat if one was wanted. These things tend to be just urban myths passed down the generations because they make people laugh. There's certainly nothing written down."

Tim Hayton, headmaster of Durbridge School in Kent, said: "I meet about 400 prospective families every year and the decision always comes down to get feeling rather than anything tangible."

"The benefits of education is important but this is only part of the story. Education should be an adventure, young people should be encouraged to get involved."

However, it should be remembered that all the schools, which charge a fee of £1,000 a year to have the full-time boarders, long a close eye on academic performance too.

Ideas & Innovation

- **To build an online directory closely integrated with our core brands**
 - **Building on our existing relationships**
 - **Moving into new territory**
 - **Generating new revenue**
 - **Targeted directory for key markets**

Ideas & Innovation

➤ Allthingshome

- 95,000 listings
- Data leased from Thomson
- Up-selling of core listings
- Enhancement packages
- Dedicated directory team & cross sells
- Promoted across homes portfolio – both print & online



Does it work?

*“**All Things Home** has generated a great deal of traffic to my website month on month and I would have no hesitation in using them again in the future”*

Art by Heart

*“We are delighted at the response to our entry in ‘**allthingshome**’. As a rapidly developing online business, it is essential for us to reach our customers with the minimum of fuss. We also need an advertising space that is responsive to our changing needs ~ www.allthingshome.co.uk does just this.”*

Pretty Practicals

Summary

- **Magazines are in great shape!**
- **Magazines and online work brilliantly together**
- **Classified continues to drive innovation**
- **Classified continues to build great careers**

Thank you!