

PORTFOLIO MANAGEMENT

Cathy Neale
Classified Advertisement Sales Director





.....is delivering an industry beating performance, driving brand innovation, generating genuine reader interaction and adding value to client sales strategies

Contents

- **Introduction**
- **Classified in Consumer magazines**
- **IPC Classified**
 - Challenges
 - Strategy
 - Success
 - Portfolio selling
- **The Future**

TimeWarner

Interactive Media



Film



Music



Cable and Satellite



Video



Other Investments



Television and Radio



The image shows the Warner Bros. (WB) and DC logos side-by-side. The WB logo is on the left, featuring a stylized 'WB' inside a shield-like shape. The DC logo is on the right, consisting of a stylized 'D' composed of several diagonal lines in red, orange, and yellow.



Publishing



Scale of Operation



- UK's largest publisher of consumer magazines
- Over 100 titles
- 50% bigger than our nearest competitor
- Publish the UK's biggest selling title What's On TV
- Sell 11 magazines a second in the UK alone

Scale of Audience



- Customer base of 30m adults in the UK
- Read by over 64% of UK adults
- 73% of women in UK read an IPC title
- 55% of men in UK read an IPC title

The New Wonder Printed Pattern—Inside
WOMAN and HOME



HORSE AND HOUND.
A JOURNAL OF SPORT AND AGRICULTURE

This Paper contains: News, TATTERSALL'S NEWS, RACING, SPORTS, ETC. ETC. ETC.

Amateur Gardening
FOR TOWN AND COUNTRY



COUNTRY LIFE

WITH WHICH IS INCORPORATED
RACING ILLUSTRATED
Editor, WALTER H. SPENCER
Proprietor, H. SPENCER & CO., LTD.
LONDON: 155, REGENT ST., W.
Grand Hotel, London
Proprietors: THE GORDON HOTELS, Limited
SHANNON DESKS.
THE LARGEST SELECTION IN GREAT BRITAIN.
Send for
Circular
Price 6d.
Some of the finest offices and libraries have been
fitted and furnished by the
SHANNON, LIMITED,
14 to 16, ROYALMADE ST., LONDON, E.C.
P.W. SCHAFER, Managing Director.

THE IDEAL HOME
JAN. 1920



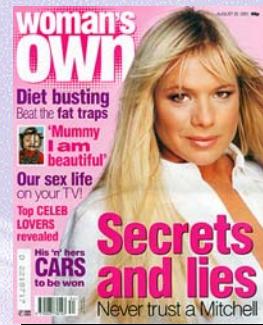
No. 1 of New Paper. Shirt Blouse, Pattern and Envelope
with every copy. See that you get it.

THE WOMAN'S WEEKLY



Our brands are
publishing icons

from early beginnings...



Our brands are publishing icons

...to a vibrant present

Classified Advertising in Consumer Magazines

- Total Consumer Magazine Spend **£164m**
- 2.5% Year on Year Growth
- Classified Advertising Growing **20.5%-20.9%**
- IPC Classified + **8.5%**



- 22 markets
- 100 Brands
- 8.5% year on year growth
- Strategy – structure – people - success



- Centralised Classified Department since 1990
- Originally 64 titles, 48 Users
- Now 128 Titles, 128 Users
- Centre of excellence for Classified Advertising Sales
- Technology & Training



Internal Challenges

- Distance from Brand
- Numbers sell
- Reporting structures



External Challenges

- Distance from Brand
- Ease of Access
- Staff Turnover

The Strategy

To outperform the market...



*by achieving
maximum
market share
within our
competitive set*

The Strategy

To outperform the market...



by delivering well designed, creative, classified solutions that drive maximum response for our advertisers

The Strategy

To outperform the market...



by supporting the overall magazine brand development with classified revenues

The Strategy

To outperform the market...



*by supplying
advertising that adds
value to the magazine
and supports the
individual title strategy*

Structure

Cathy Neale
Classified Ad Sales Director

Sharon Kirby, Scott Caisley & Dan Green
Heads of Sales

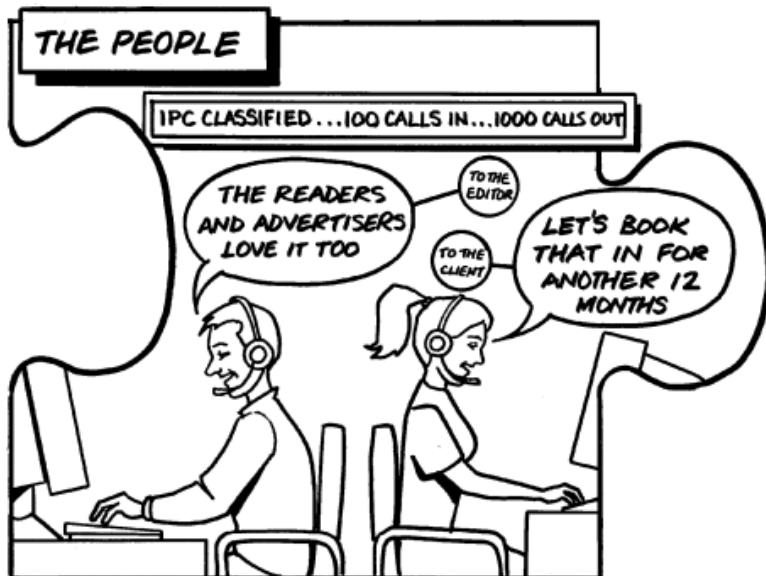
Recruitment	 The voice of women in Britain	Photography		Private Sales	Equestrian
Marine	Travel	Country	Sport	 better men's media	 At the heart of British television

Structure

- Dedicated Specialist and Consumer teams
- Experts in their field
- Private sales unit
- Sector teams
- Strong links with “Brand” teams

The Strategy

To outperform the market ...



by providing a training and coaching environment that allows staff to grow great careers in media

The People

- 125 staff
- Three quarters in first industry role
- 600,000 telephone calls per annum
- 200,000 adverts weekly
- 100 exhibitions and conferences
- Training & Coaching
- Active career progression

*"If you build the
people, the
people will build
the business"*

IPC sales teams go for gold at awards

Forget the Baftas. The real scene setter for the Oscars later this month, at least if the spin doctors at IPC are to be believed, was held last week at the Royal Lancaster Hotel, as the publishing giant laid down the red carpet to reward its star performers.

The annual IPC Advertising Gold Standard Awards saw judges from across the industry and more than 400 of the most gorgeous and go-getting young sales beasts in the UK packed into one room, vying for 18 awards across the whole range of IPC's sales activities.

While the occasion may have lacked the glamour of a certain blonde bombshell, recently departed Trinity-wards, presenting with film star aplomb were hosts for the evening IPC Adver-



Silver lady: the Knight rider drives off

tising's managing director Georgina Crace and IPC ignite! ad director Karl Marsden. They unveiled a cavalcade of winners, with four special awards representing IPC's Gold Standard core competencies: Pro-activity, Creativity, Service and Expertise.

The most hotly-anticipated awards of the night were, of course, the sales team and sales person of the year. With £2,000 for the team winner and a great deal of honour at stake, it's no wonder that of the 13 short-listed teams, three were highly commended. The teams for *Now*, *Marie Claire* and *Corporate Business Development* walked away with their heads held high. But it was the Corporate Key Accounts team which scooped the gold medal at the Olympics-themed soirée.

The high point of the night arrived with the naming of the sales person of the year: SouthBank senior sales exec Stacey Knight, who scampered off into the night in her prize – a sleek silver Mazda MX5.

Success..... loaded

loaded WORLD

Your one-stop
shop for blah
blah & blah

To advertise in this section, contact us on

Tel: 020 7261 2980

Fax: 020 7261 5353 * Email: loaded_world@lpmmedia.com

WIN!

**THIS PUKKA ACTIVITY
WEEKEND FOR YOU & 3 MATES!**

YOU AND 3 MATES could be off for a weekend of mayhem thanks to the bogus of Nottingham Activity Weekends. They specialise in... um... activities. And by that we mean, activities, and rights out. And don't forget it's a scientifically proven fact there are 27 ways to reach hell in Nottingham...

This public prize includes:

- 1 night stay (Friday & Saturday) in a 3-star city centre hotel, with use of leisure facilities and a mighty full English breakfast
- 1 night's stay in a 3-star hotel
- 1 night's stay in a 3-star hotel
- 1 Quad Biking session
- 1 Off-Road Buggy session

To enter, simply tell us what page number Nottingham Activity Weekends is on and send us your answer via text. Short, sharp

message with the word **LOADWORD102**, followed by your name

and then **08008**. Message example: **LOADWORD1029
PAUL SAMSON 00008** Each message costs 25p (inc. VAT) and you can enter as many times as you like. Orange, 14 Day and Virgin mobile customers. This competition is valid in May 2002 for 4 people and dates are subject to availability.

The winner will be notified by the Loaded World team and we will publish the winner's name in the next available issue.

To find out more Nottingham Activity Weekends, call the brochure call 0115 8000 800.

WHERE TO FIND...

- Activities **p188**
- Health & Fitness **p189**
- For Sale **p190**
- Phone Fun **p192**
- Fashion **p200**
- Adult Interest **p201**

Each month the Loaded World Team will answer a stupid question.

The daffiest will bag a cool loaded eggby lighter. Send your questions to **loaded_world@lpmmedia.com**

This month's question was from Dan Dawson from London who blurted: If you were an animal, what would you be and why?

A cat, as I'm a bit of a loner. I've always been a bit of a loner. I'm not really from this area, I移居 here about 10 years ago. Dogs, though, I'm not really a dog person.

**Meet the
loaded
WORLD
Team**

Sharon

A quick question, as I'm not really from this area, I移居 here about 10 years ago. I'm not really a dog person.

Brad

A bit of a loner, I'm not really from this area, I移居 here about 10 years ago. I'm not really a dog person.

Rachel

A cat, as I'm a bit of a loner. I've always been a bit of a loner. I'm not really from this area, I移居 here about 10 years ago. Dogs, though, I'm not really a dog person.

Colin

A dog, as I'm a bit of a loner. I've always been a bit of a loner. I'm not really from this area, I移居 here about 10 years ago. Dogs, though, I'm not really a dog person.

loaded 197

- Front page cover
- Clear index
- Competition to ensure readers interact
- Photo captions
- Reader questions
- 14% y.o.y. growth

loaded

"Loaded World marks a change in the traditional ad/ed relationship. For once, a classified section that its editorial team are genuinely proud of. It connects incredibly well with the reader, has design similarities to editorial and, it's so far ahead of what the competition are doing that they must be beating themselves with birch twigs every day because they didn't think of it first.

Loaded World rocks"

(Scott Manson, Editor, Loaded)

woman**woman's
own**

Success

woman CLASSIFIED ADS Tel: 020 7261-2827 or Fax 020 7261-5353

tarot talk
09055 65 61 65
09069 111 515

Katrina
AMAZING
PSYCHIC
MEDIUM
09069 14 14 01

Michaela
AMAZING
PSYCHIC
MEDIUM
09069 14 14 01

FAT FAT SLIM
FAT SLIM SLIM
SLIM SLIM SLIM WITH
HERBALIFE
020 7863 3511
www.longevitylife.co.uk
DOWNSIZE NOW!!

JOSIE
For a Personal
Reading
Tel: 0161 304 4444
Telephone Billing
0906 227 3442

RACHEL EVANS
0906 121 7015

Natural Health Products

**Are You Having
Problems Sleeping?**
Have you also had difficulties in using
your bed to sleep? Such as Snoring,
Migraines and Alcohol. Would you like to
enjoy a relaxing nights sleep without these
problems? Then try our Natural Health
combination formula can really work for
you. We also offer a money back
Please write or telephone for details.

SLEEP NATURAL
1, Northdown Parade, Peckover Avenue
TEL:01843 865597 or www.sleepnatural.co.uk

STOPS SWOLLEN ANKLES
DOWNSIZE NOW!!

MONS, TACKS, PUSPILES, PESTS, ETC
should also be on the top of your
cheek list when it comes to
travelling. Whether you are
Buses or Planes or sitting at your
Desk for hours on end. Avoid
these problems with this revolutionary
new product that is available in a
25g tube. It is a quick and
easy when travelling.

**This product has now been made available by Mail Order,
a quick and easy way to buy. Order now and get a
FREE GIFT.**
CALL NOW on 020 7528 5452
or visit the website:
www.automaticparadise.co.uk

FREEPHONE!
Dial-A-Dotel
0800 195 26 78
LIVE CHAT

Live Mediums
0906 15 00 00
0906 121 7031

NIKITA BROWN
Carryover Tarot Reader
4g on 77 and 80
I am one of the best Psychic
Lines around, don't just
take my word for it, call
me now and see for
yourself.
You won't regret it!
0906 121 7031

ROMANA
0906 080 5216
0906 636 8599

Florida
For a 2004
brochure visit
ba.com/florida
or call
0870 24 34 224
BRITISH AIRWAYS
Holidays

Florida
WHALE ATOL, February 2001

Callers must be over the age of 18 or have the permission of the bill payer.

- Highly competitive market
- Need to up-page
- Display revenues under pressure
- Classified funded 8 additional editorial pages

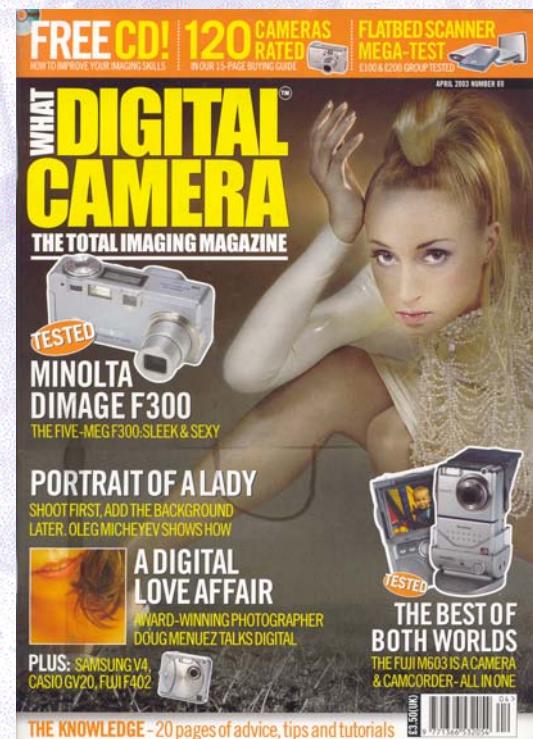
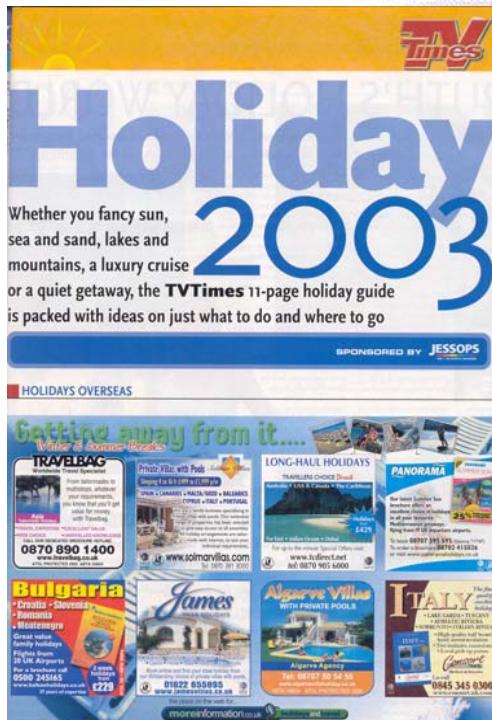
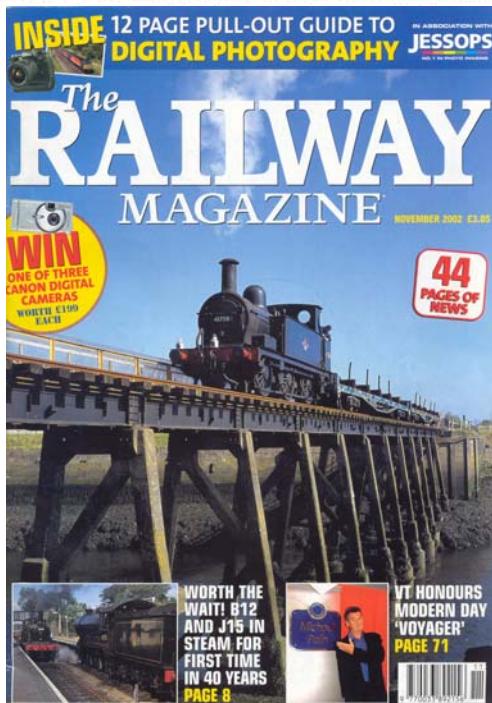
Success

NME
NEW MUSICAL EXPRESS

"The Classified ads have been given a new lease of life as a semi-editorial section, telling the stories behind interesting adverts such as the £2,000 Gibson Guitar that has only ever been played in wedding bands and so is in mint condition".

Connor McNicholas, Editor, NME
Media Guardian, 15th Sept 2003

Success Creating Synergy





- Hobbyist
- Consumer
- Specialist



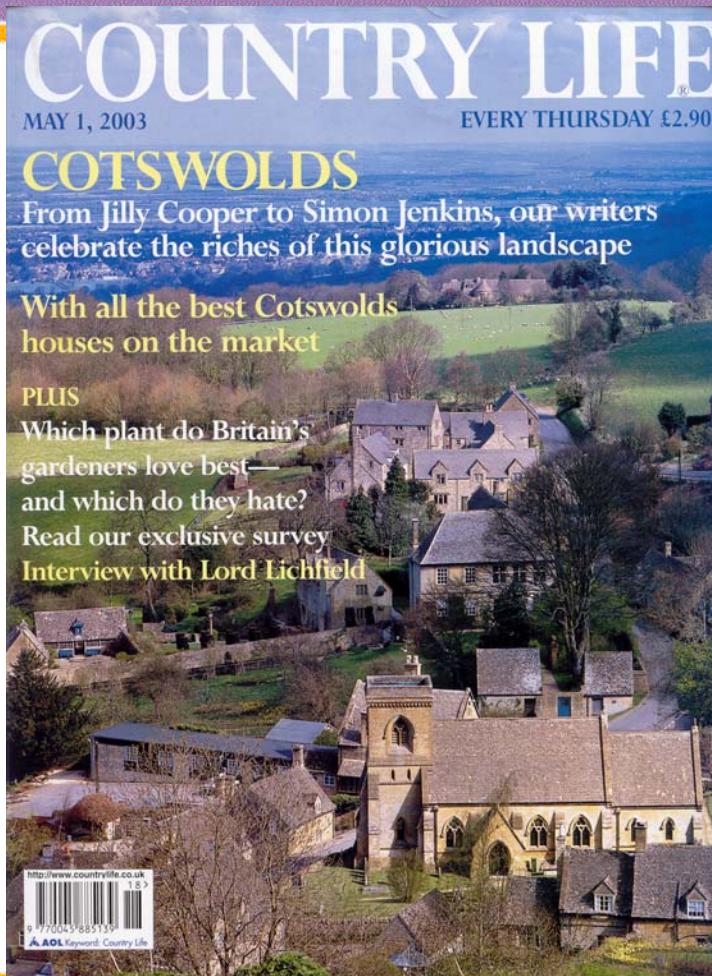


The 21st December saw the best single day's trading in the company's 67 year history

“The increasing consumer awareness of the Jessops brand ... makes this our best Christmas ever.”

(Derek Hine, Chief Executive, Jessops)

Success Creating Synergy



COUNTRY LIFE
MAY 1, 2003
EVERY THURSDAY £2.90

COTSWOLDS
From Jilly Cooper to Simon Jenkins, our writers celebrate the riches of this glorious landscape

With all the best Cotswolds houses on the market

PLUS
Which plant do Britain's gardeners love best—and which do they hate?
Read our exclusive survey
Interview with Lord Lichfield

<http://www.countrylife.co.uk>

9 780045885159
AOL Keyword: Country Life



for men who should know better
January 2003 £3.10

loaded

DREAM TEAM EXCLUSIVE!

FANTASY LEAGUE!
Naughty Nina's bedroom strip!

ARM WRESTLER!
PORN STAR!
THE POPE!
What 32 footballers did next

'BRING ME A GROUPIE AND AN OCTOPUS!'
Rock star love, p124

ALL NEW! Introducing...
THE LOADED SAUNA!
Hot 'n' steamy sex tips

BIG PIMPIN'
Rolling with the vice girl king

**PLUS ANTI-SOCIAL SANTAS
HIGH STREET NUDES
SMALL GAME HUNTING
NAKED TV LESBIAN
THE NEW SHAKIRA**

9 7715259547154

- Queen's Jubilee
- World Cup

Flying the Flag!

 1st FOR YOUR PRIDE
ENGLAND PRIDE 

LETS CELEBRATE@ www.englandandstgeorge.co.uk
St. George Flags from £6.95, St George Bunting from £2.75, St. George hand flags from 40p (Giant 1 yard only £2.95) Ideal for pub and club decorations as England progress to the winning celebrations order now, P&P £2.50.
ALSO AVAILABLE: LAPEL BADGES, CUFFLINKS, KEYRINGS, EXTENSIVE CHOICE.
CAR STICKERS, HATS, CAPS AND WIGS.
POLO SHIRTS / T SHIRTS / SHORTS,
SUNGGLASSES.
(Scottish, Welsh, and Ulster flags also available).

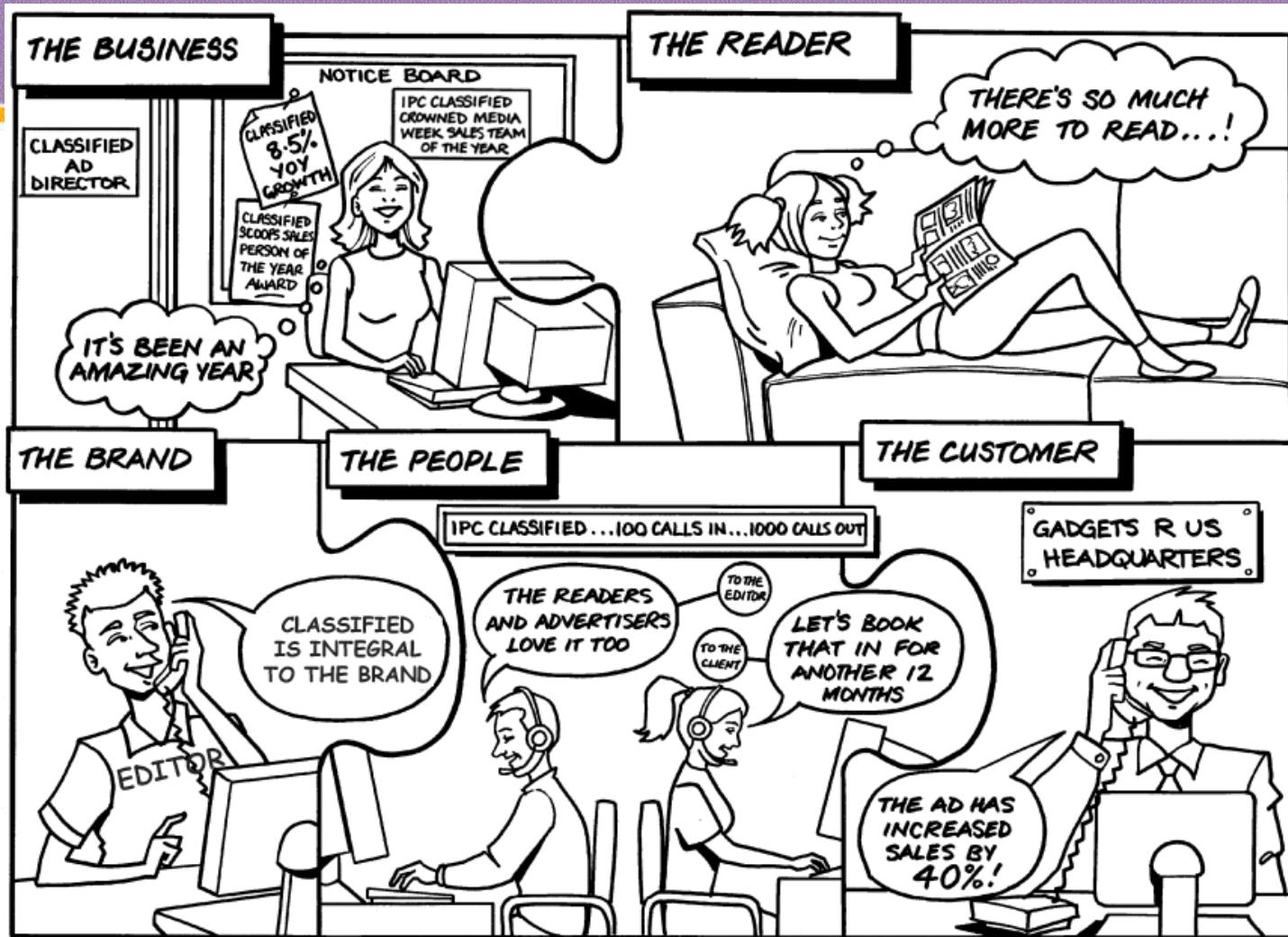
 BRITISH PRIDE 

Lets Party@ www.britishgoldenjubilee.co.uk

FOR ALL YOUR UNION JACK FLAGS, BUNTING, GIFTS, SOUVENIRS AND PUB PARTY PACKS AND OCCASIONAL USE FLAGPOLES.
Prices as above and special offers.
Don't miss out, order now P&P £2.50

CATALOGUE OR BUY DIRECT (freephone): 0800 917 6218
BUY ONLINE: www.proudtobebritish.co.uk
EMAIL: mail@proudtobebritish.co.uk
POST: PO BOX 2, FLEETWOOD, LANCASHIRE FY7 6GJ

Get The Picture.....



The Future

- Portfolio Selling
- Proof of Effectiveness
- Technology
- Service and Accessibility
- People

The Future Portfolio Selling

- Traditional vertical brands
- Gardening; Travel; Home Interest
- People incentivised
- Contact Management

The Future Proof of Effectiveness

- Advertisers demanding accountability
- Display revenues falling
- Classified ideally positioned

The Future

Mediaweek September 26th

IPC shows Enterprise with £1m classified kit

IPC Media is spending £1m on revolutionising its classified advertising division. The money will be spent on developing cutting-edge software, hardware and training across the division's 130-strong staff.

The new technology, using AMC's Enterprise software, will integrate and streamline the company's classified ad processes, allowing it to process up to 4,000 ads each week.

IPC classified group ad director Cathy Neale said: "We've undertaken a rigorous process

to find the right system to take our classified operation to the next level. Classified is a fundamental revenue generator in all its different forms across the business, and this system – when fully implemented – will really allow us to fulfil our potential going forward.

"We selected Enterprise because of its powerful internet capabilities and ability to handle the complexities of our classified advertising requirements. In addition, as a major player ourselves, we felt it important to go with a global

company that had a well-proven solution and a wide customer base."

AMC sales director, EMEA, Patrick Venn added: "The selection team at IPC has been very thorough in its analysis, setting vendors very high performance standards. We're proud that Enterprise and our organisation best met those standards. The new system will enhance IPC's sales and production processes, and help increase revenues. We're very pleased to have IPC Media as a valued customer."

The Future Accessibility and Service

- Customers demand multiple access points
- Service continues to differentiate
- Ongoing legal requirements

The Future Accessibility and Service



Loot scoops Award for European Call Centre of the Year

Loot took the top award of European Call Centre of the Year making it the overall winner at this year's European Call Centre Awards. The awards dinner is the highlight of the Call Centre Expo 2003 event – this year held at the Hilton Metropole Hotel, NEC, Birmingham.

Absolootley brilliant!

The Future People

- Traditionally ‘graduate’ calibre staff
- Shortcomings in education
 - *Basic numeracy and literacy*
- Generation Y
 - *More responsibility in workplace*
 - *Self-confidence*
 - *Not afraid to ask for it ... now!*
 - *No career for life*

Summary

- Responsive, creative solutions
- Advertiser accountability
- Magazine environment
- “Generation Y”

Thank you

Questions & Answers