

# 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



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# Time Warner

## Interactive Media



## Film



## Music



## Cable and Satellite



## Video



## Other Investments



## Television and Radio



## 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



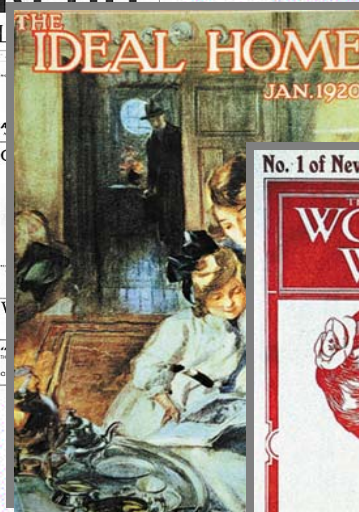
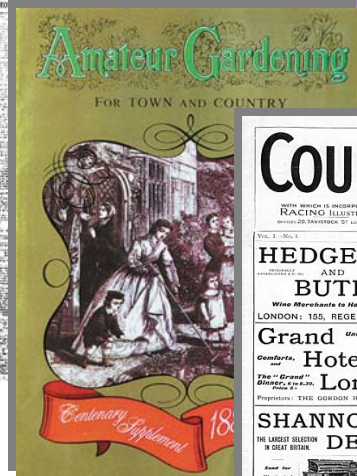
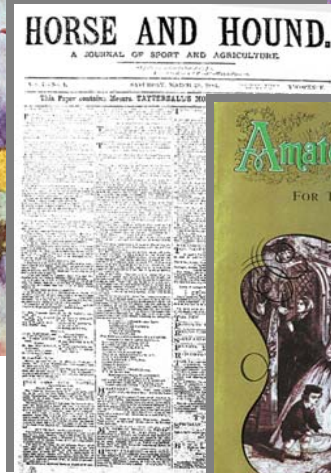
# Scale of Audience



- 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



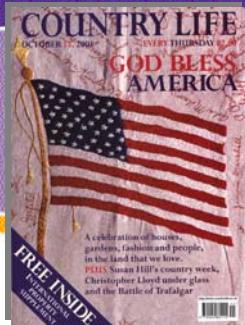




Our brands are publishing icons

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		Photography		Private Sales	Equestrian
Marine	Travel	Country	Sport		



# Structure

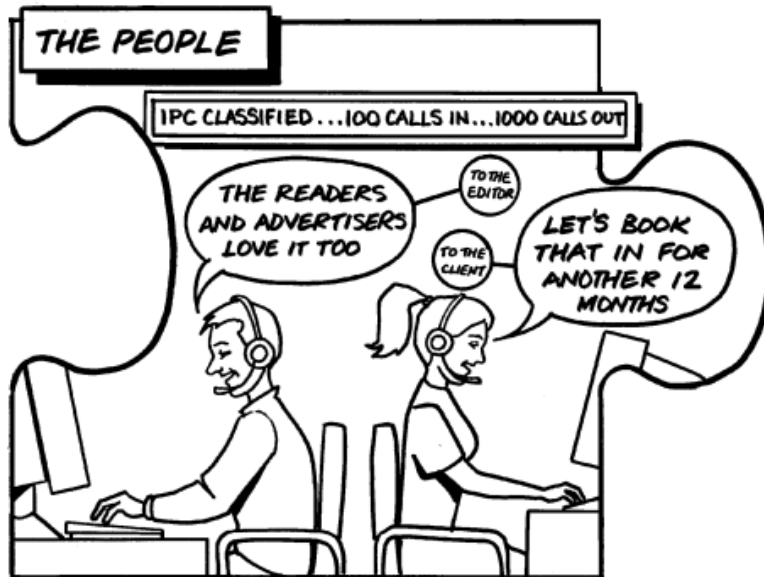
- Dedicated Specialist and Consumer teams
- Experts in their field
- Private sales unit
- Sector teams
- Strong links with “Brand” teams





# 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 Grace 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 soiree.

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



**loadedWORLD**

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@ipcmedia.com](mailto:loaded_world@ipcmedia.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 boys at Nottingham Activity Weekends. They specialise in organising stag parties that include activities, accommodation and nights out. And don't forget it's a scientifically proven fact there are 27 women to each bloke in Nottingham...

The public price includes:

- 1 night play (Friday & Saturday) in a 3-star city centre hotel, with use of leisure facilities and a nightful English breakfast
- A morning of paintball including 300 paintballs per man
- 12 food & drink sessions
- 1 VIP night club pass

To enter, simply tell us what your number Nottingham Activity Weekends ad is on and send us your answer via text. Start your message with the word **LOADEDWORLD**. Follow by a space and then your answer and name and date of birth (no identity) and send to 80088. Message example: **LOADEDWORLD 1001 SHARON 09/01/80** (last message costs 1p per text) plus usual text costs. Available to UK registered 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 00. The winner will be notified by the Loaded World team and we will publish the winner's name in the next available issue.

To get a free Nottingham Activity Weekends colour brochure call 015 9000 0000.

**WHERE TO FIND...**

- Activities **£188**
- Health & Fitness **£189**
- For Sale **£190**
- Phone Fun **£192**
- Fashion **£200**
- Adult Interest **£201**

Each month the Loaded World team will answer a stupid question. The daftest will bag a cool loaded ciggy lighter. Send your questions to [loaded\\_world@ipcmedia.com](mailto:loaded_world@ipcmedia.com)

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

**Meet the LOADED WORLD TEAM**

- Sharon**  
A Springer Spaniel, as they're called. And I haven't got my ears. And I'm not a dog. Oh, you know what I mean.
- Bred**  
A bird, as I would sit on people from a great height. Or as they say, I'm a bird's nest. And I'm not a bird. Oh, you know what I mean.
- Rachel**  
A cat, because I've always loved their ability to look at their own paws. I reckon that would be really nice.
- Collin**  
A dog, any dog as I can sleep all the time. They're always at it. Between legs, furniture, anything will do for me.

loaded 107

- 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)**



# Success .....

**woman**

**woman's  
OWN**

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

**tarot talk**  
09055 65 61 65

**Katrina**  
AMAZING PSYCHIC MEDIUM  
09069 111 515

**Michaela**  
PSYCHIC MEDIUM  
09069 14 14 01

**Star Temple**  
psychic readers  
020 7686 4300  
0906 1104 313  
0800 138 8847

**LAURENCE**  
0906 110 2818  
0800 138 8847

**Marie Rose**  
REAL LIVE PSYCHIC  
01584 861438

**AMBER FAMOUS PSYCHIC**  
0702 858 5102  
0906 121 7052

**RELATIONSHIP MIDLIFSHIP HEALTH CAREER**  
01584 861438

**Live Mediums**  
0702 858 5102  
0906 121 7052

**It's for you...**  
09064 070 304

**The World's Best Wind Up Lines**  
09064 071 105

**NATURAL HEALTH PRODUCTS**  
Are You Having Problems Sleeping?  
020 7663 3531  
0906 121 7015

**STOP SWOLLEN ANKLES**  
0906 121 7015

**24 HOUR LIVE TAROT READINGS**  
0906 738599

**FREEPHONE!**  
0800 195 26 78

**Interactive**  
0906 106 7018

**Psychic Ashley Hagen**  
001-847 486 9477

**Unlock the Mystery of Tarot**  
text Tarot to 85252

**Florida**  
0870 24 34 224

**For a 2004 brochure visit**  
ba.com/florida  
0870 24 34 224

**BRITISH AIRWAYS Holidays**

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, 15<sup>th</sup> Sept 2003



# Success

# Creating Synergy





# JESSOPS

NO.1 IN PHOTOGRAPHY

- Hobbyist
- Consumer
- Specialist











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

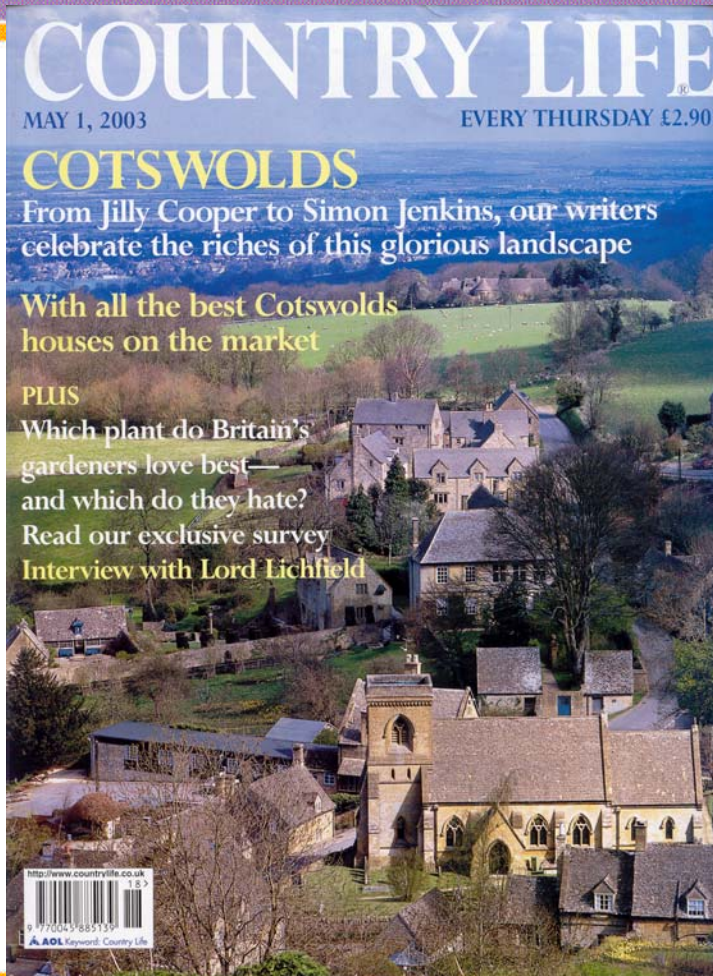
*"The increasing consumer awareness of the Jessops brand ... makes this our best Christmas ever."*

**(Derek Hine, Chief Executive, Jessops)**



# Success

## Creating Synergy





# Flying the Flag!

- Queen's Jubilee
- World Cup



**1st FOR YOUR PRIDE  
ENGLAND PRIDE**



**LET'S CELEBRATE@ [www.englandandstgeorge.co.uk](http://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, SUNGLASSES.**  
(Scottish, Welsh, and Ulster flags also available).



**BRITISH PRIDE**

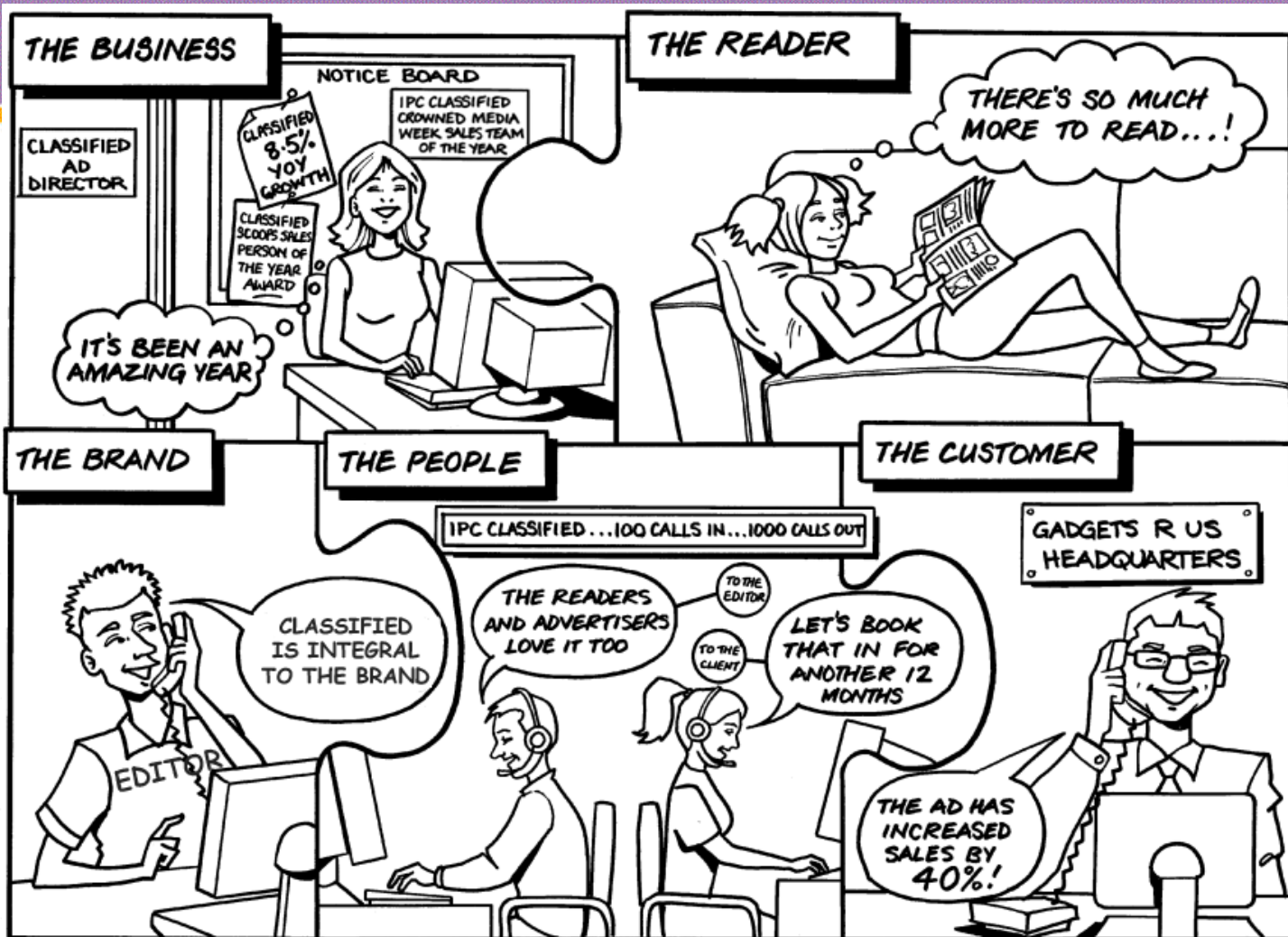


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Prices as above and special offers.  
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**POST: PO BOX 2, FLEETWOOD, LANCASHIRE FY7 6GJ**



# 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

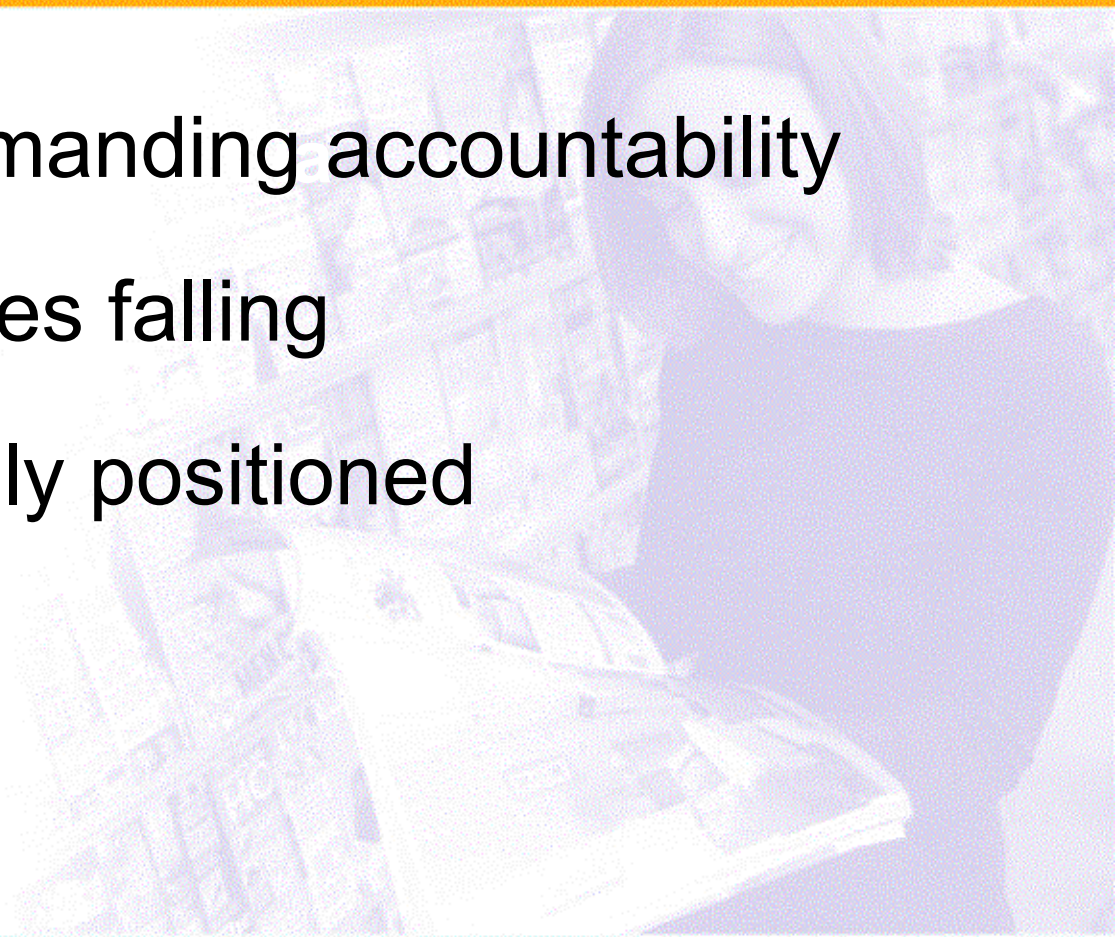




# The Future

## 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."

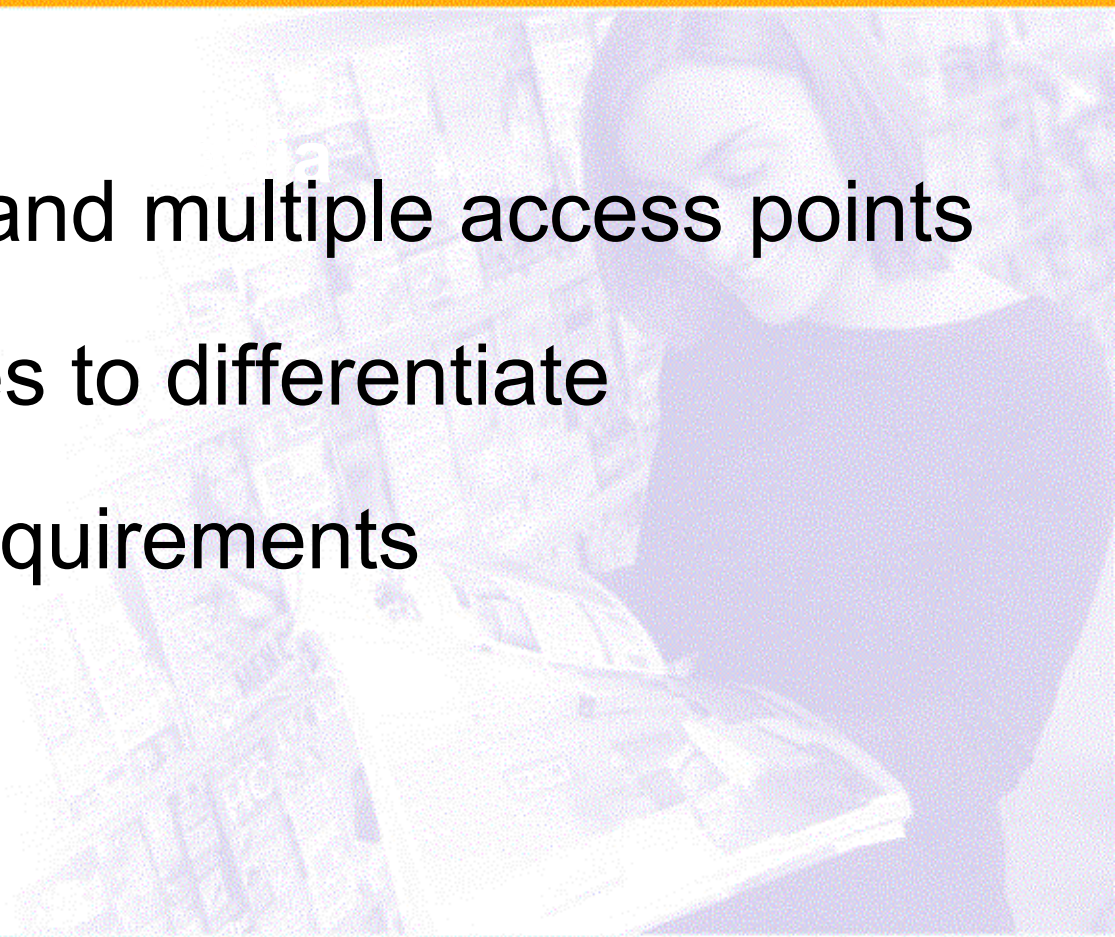
AMC sales director, EMEA, Patrick Venn added: "The selection team at IPC has been very thorough in its analysis, setting vendors very high performance standards. We're proud that Enterprise and our organisation best met those standards. The new system will enhance IPC's sales and production processes,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



EUROPEAN  
CALL CENTRE  
AWARDS  
2003  
WINNER

### 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”





A woman with dark hair, wearing a dark top, is smiling and holding a book. She is standing in front of a bookshelf filled with books. The image is faded and serves as a background for the text.

# **Thank you**

## **Questions & Answers**