

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



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

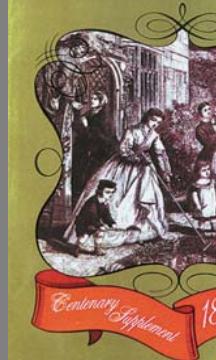
The New Wonder Printed Pattern—Inside
WOMAN and HOME



HORSE AND HOUND.
A JOURNAL OF SPORT AND AGRICULTURE

This Paper contains: News, TATTERSALL'S NO. 1, RACEHORSES, HORSES, HORSEMANSHIP, ETC. ETC. ETC.

Amateur Gardening
FOR TOWN AND COUNTRY



COUNTRY LIFE

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Advertisement Manager, J. H. STANNETT
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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

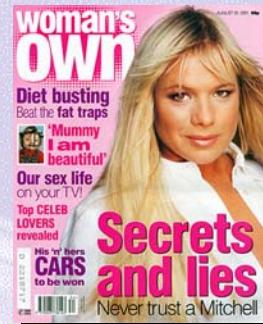


The only paper giving NEW TV programmes in full No. 1
TV TIMES
OFFICIAL PROGRAMMES THURSDAY SEPT. 22—SATURDAY OCT. 1



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

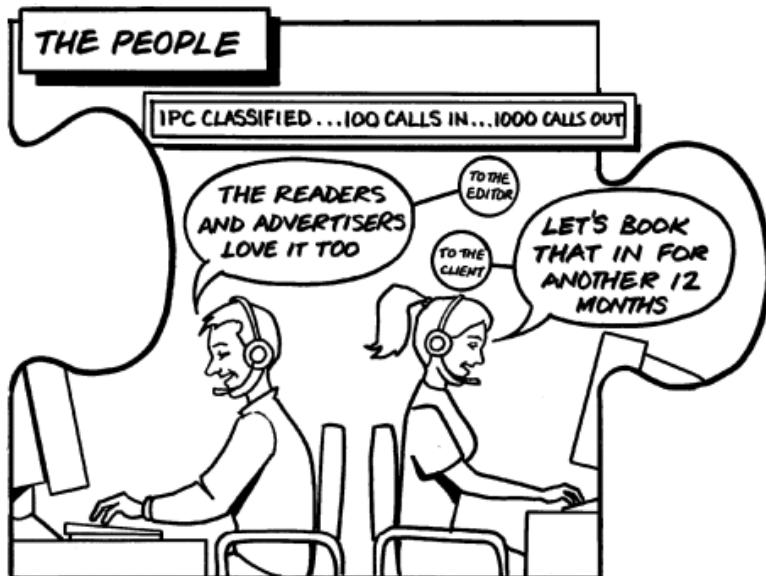
Recruitment	 The voice of women in Britain	Photography		Private Sales	Equestrian
Marine	Travel	Country	Sport	 better men's media	 At the heart of British television

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

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YOU AND 3 MATES could be off for a weekend of merriment thanks to the boys at Nottingham Activity weekends. They specialise in organising group activities, including parties, accommodation, sightseeing and more. And don't forget it's a seriously grown bunch, there are 27 men to each hella in Nottingham.

This pucka prize includes:

- night stay (Friday & Saturday) in a 3-star city centre hotel, with use of leisure facilities and a mighty full English breakfast
- a morning of paintball including 300 paintballs per man
- quad biking session
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To enter, simply tell us what page number Nottingham Activity Weekender is on and send us your answer via text. Start your message with the word **LOADSWORLD**, followed by a space and then your answer and name and date of birth as 00/00/00 and send to 80088. Message example: **LOADSWORLD 0009 PAUL DAWSON 0009**. Message costs 25p (one off) plus 10p per text. Available to UK residents 18+, 09:00-17:00, 7 days a week. Standard network rates apply. Closing 20/04/04 for 4 people and dates are subject to availability.

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 daffest will bag a cool loaded ciggy lighter. Send your questions to loaded_world@ipmedia.com. This month's question was from Dan 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, although I could eat people. I'm not a dog, I'm a great height. Or an elephant, as I'm really tall. I'm a big harr. And I'm not a dog.

Brad A dog, any dog can I eat dog. A cat, because I've always wanted to be a cat. I'm really tall, in their own area, I believe that would feel really nice.

Rachel A dog, any dog can I eat dog. A dog, any dog can I eat dog. They're always a R. Human legs, furniture, anything will do.

Collin A dog, any dog can I eat dog. A dog, any dog can I eat dog. They're always a R. Human legs, furniture, anything will do.

loaded 187

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

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

Success

NME
NEW MUSICAL EXPRESS

THE NME MESSAGE BOARD

FROM ACCOMMODATION TO ARTISTS WANTED, PERSONALS TO PRESSING COS - IT'S ALL ON THE NME MESSAGEBOARD

GET YOUR MESSAGE UP ON THE BOARD! 77

PICK OF THE BOARD

Musicians

A punk-pop drummer with a political/lefty/gay agenda! Excuse us while we crackle our spleens laughing. Not that NME wants to reinforce drummer stereotypes, but let's be honest about it, we would be holding our breath if we didn't have to do it.

"I'd like to stand up for drummers and say the exact opposite," laughs singer and guitarist Steve McCabe. "But I haven't found anyone yet."

The band Stephen Nancy started in 2002 and their blanket 'Five Stephen Nancy' spraypaint campaign continues. A few days ago, they were approached and informed they're following on Manchester's gay and punk circuits. But replacing the departed drummer has proved to be problematic. Still, we'll all be delighted to be proven wrong so, please, get in touch with them, whatever your sexual orientation.

"I'm not after a troupe of homosexuals onstage," Steve elaborates. "I just want someone who isn't a homophobe prick."

Gear

It's not that we want to call Craig Beaumont's Brighton home a bargain basement (we're sure he's got more self-respect than that), but if he keeps whacking out crazy home-recording offers like this he's going to get himself a reputation.

A Spirit Folio SX, for those of you ignorant of the Internet, is a 24-track 20th century recording technology. It is a rack-mount analog mixing console, which is perfect for live and studio work. And that cost £600 when new. Spirit may be the entry-level range of consoles from British mixing desk giants Soundcraft, but don't let that put you off - the sound quality and features on offer here are second to none.

Craig's been recording his band onto his PC with the Spirit and reckons anyone could operate it after a few minutes with the pristine-condition manual. He's only selling it because he's recently gone digital with the purchase of a Yamaha AIWA5 recorder. Toerag records boss Liam Watson was unavailable for comment.

Club nights

If you're currently a student in Southampton, Reading, Birming, Norwich, Manchester, Chester or Birmingham (and who's not?) then you're in luck. The Brixton bar chain is launching Mucky Duck student nights - evenings where you'll be able to supplement your studies with debates on Cartesian duality, Italian neo-real cinema and early-20th century statism, all to a soundtrack of Sine, Aphex Twin and Godspeed You! Black Emperor.

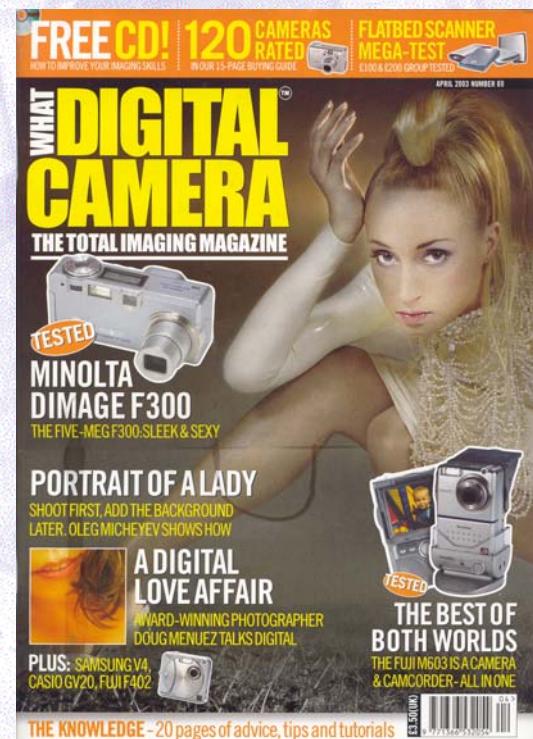
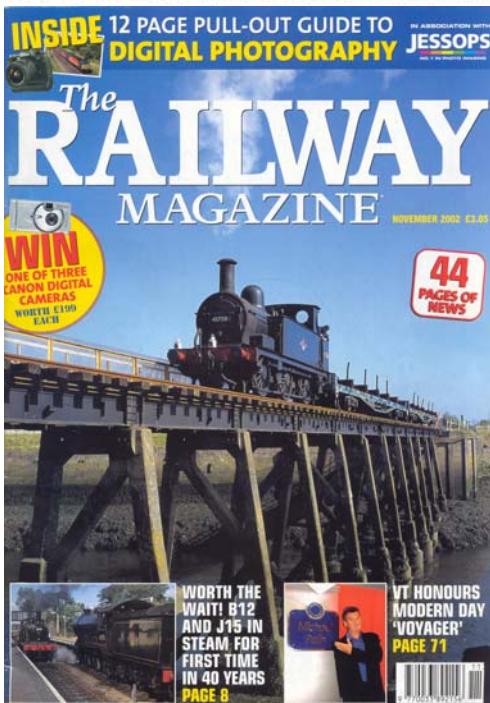
Oh, that's a bit of a lie. However, if you fancy a bit transformed into a fulgurous no-bellum burgers but plenty of popcorn, candyfloss and prize-winning opportunities) with everlasting drinks promotions and, of course, the post-ironic conceptual art statement that is the Mucky Duck itself, get yourself down to Brixton with a well-timed stomach.

The music (commercial chart dance and R&B) might not be cutting-edge stuff, but if it's a colon-shaking piss-up following a few rounds of tomlins, you're in the other, far more important bit to the other place.

"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



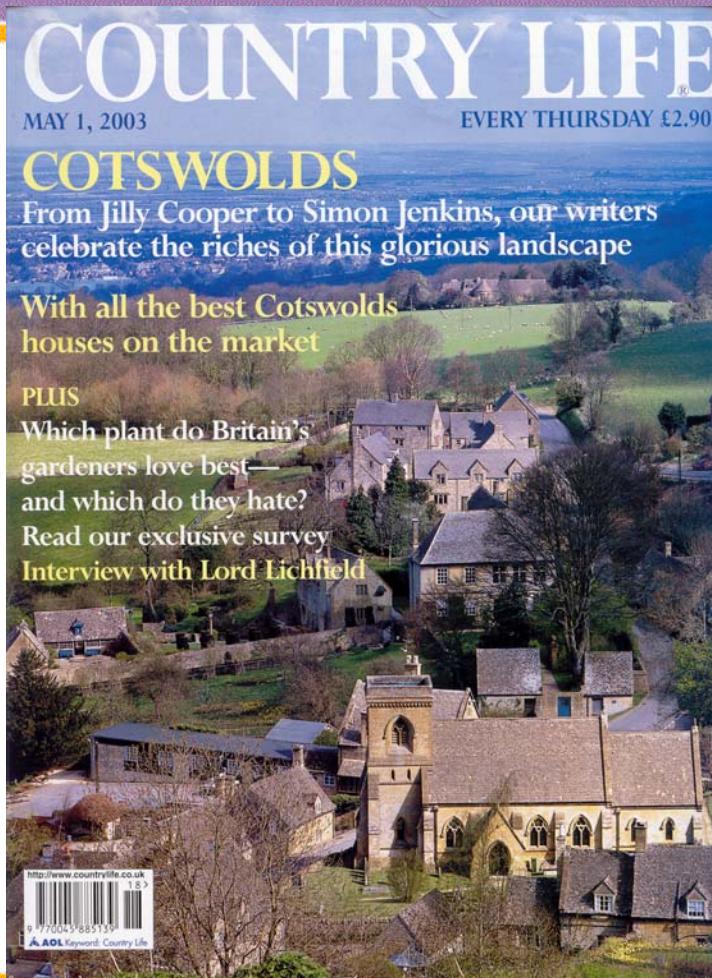


The 21st December saw the best single day's trading in the company's 67 year history

“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
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THE POPE!
What 32 footballers did next

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

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- World Cup

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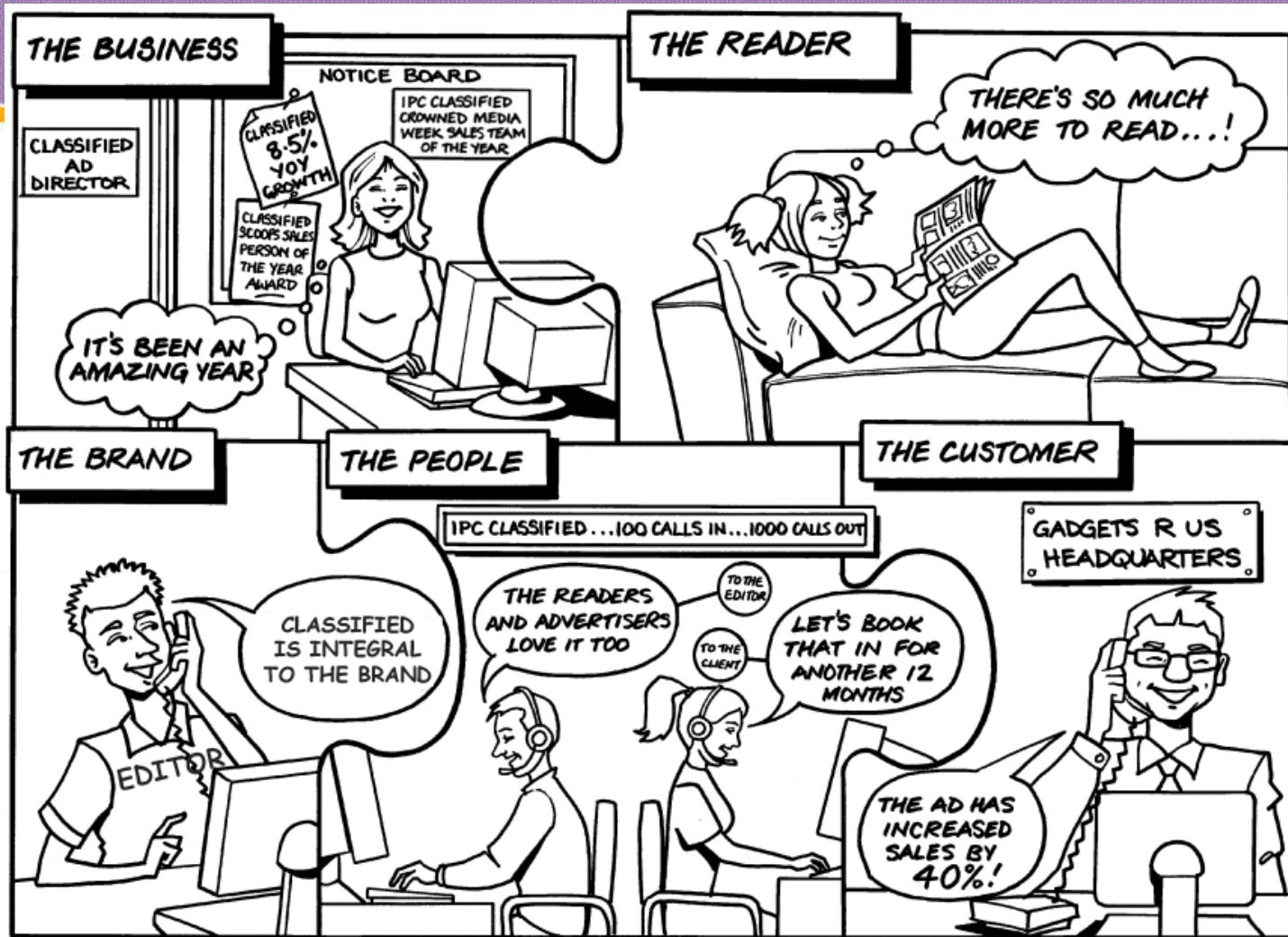
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Get The Picture.....



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