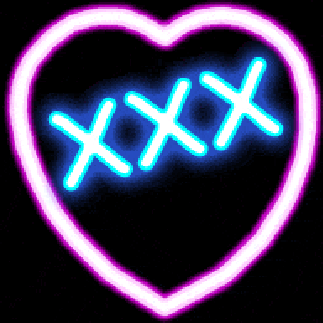


ICMA Debate

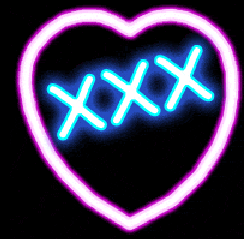
“Publishers’ Cocaine”

Yes or No



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Adult Advertising in South Africa!



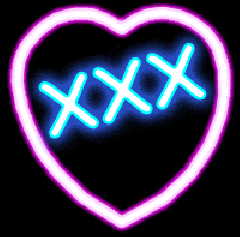
A Look at our market

- Strongly conservative country – Christian country
- 43 million people – 75% black – Not traditional acceptance to adult entertainment advertising
- Since 1994 we have one of the freest democracies in the world
- We have a open platform for adult advertising but high barriers of acceptance at a very niche target market.

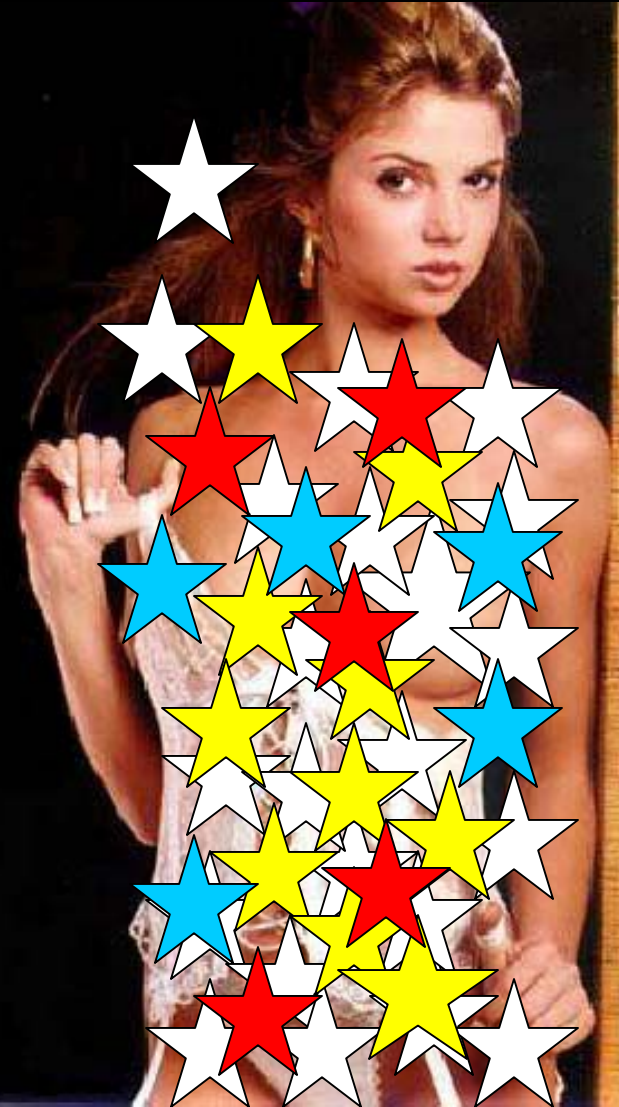


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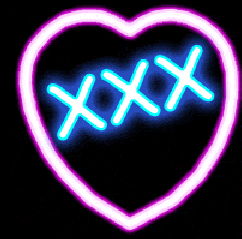
History of Adult Entertainment Advertising in SA



- Highly censored
- Pornography was legalized in 1990



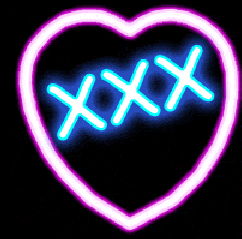
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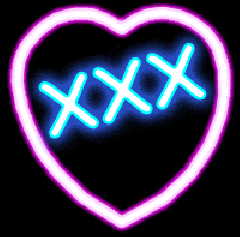
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- **Internet and other technology advancements**



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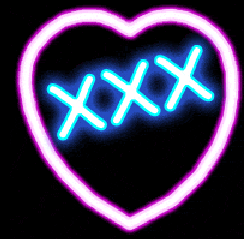
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- **Phone lines**
- **Internet and other technology advancements**
- **Industry is booming**

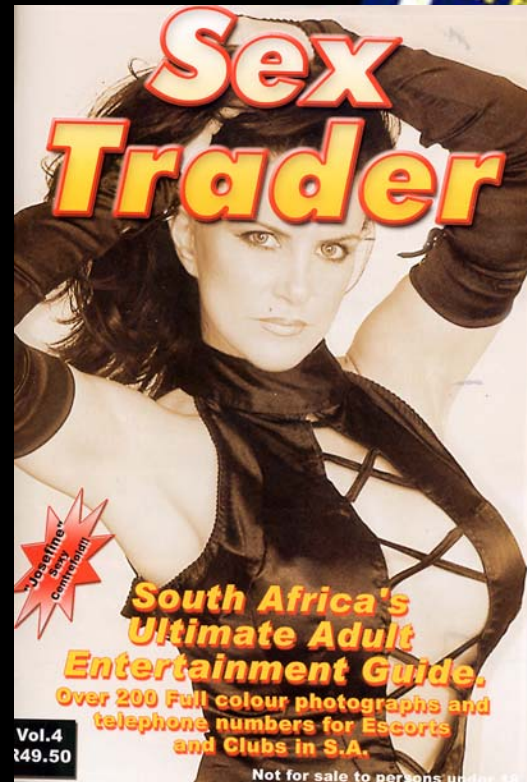


Current Market



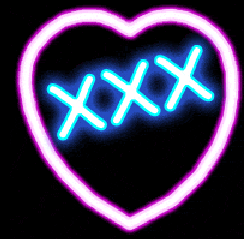
Who carries print advertising

1. Pornographic Magazines – Biggest carrier of adult advertising



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Current Market

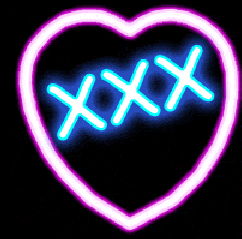


Who carries print advertising

1. Pornographic Magazines – Biggest carrier of adult advertising
2. 11 Major Newspaper dailies in SA
 - Almost all daily newspapers carry some form of adult advertising with the exception of the Afrikaans and Black newspapers



Current Market



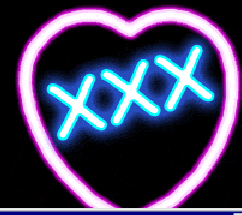
Who carries print advertising

1. Pornographic Magazines – Biggest carrier of adult advertising
2. 11 Major Newspaper dailies in SA
 - Almost all daily newspapers carry some form of adult advertising with the exception of the Afrikaans and Black newspapers
 - Content and graphics strongly controlled

The collage displays a variety of adult-oriented advertisements from South African newspapers. These include:

- Classifieds for adult services:** Advertisements for massages, escorts, and adult services, often featuring contact numbers and brief descriptions of services offered.
- Adult entertainment:** Advertisements for adult entertainment venues, such as "THE COUNTRY INN" and "HOT 'GINGER'", which offer adult-themed entertainment and accommodation.
- Adult magazines and services:** Advertisements for adult magazines and services, such as "PEEP LINE" and "MISS SUMMIT CLUB".
- Adult-themed businesses:** Advertisements for adult-themed businesses, such as "CARLA" and "CHEVONNE", which offer adult-themed products and services.

Current Market



Who carries print advertising

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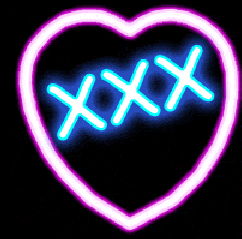
3. Free ads papers - Junk Mail Pu

4. Internet

- Biggest single growing area
- Massive competition
- Most explicit
- Most controlled access of advertising



Our Dilemma As Publishers



What we used to do



**PAULA
SANDTON**
072 284 4372

Genuine picture:
Tall, slim, coloured,
busty babe. Come
spoil yourself in my
upmarket townhouse.
I'll striptease you in
my sexy lingerie &
suspenders. Toys,
movies. Hourly or spend a night of wine,
dine, candlelight & music. *"I work alone"*
Private & secure parking.



Hot sex line

- 1) Michelle helps herself
- 2) Hot threesome
- 3) Nurse Nancy does Peter

082-231-0233

FREE

Standard cell rates. No other charges
A TELEROTIC CC SERVICE





EDENVALE

Very pvt. house
5m in from Airport

BE SPOILT BY
THE BEST!

**Blonde Tamara
or
Brunette Tasha**

Strip & tease & lots more
Pvt travel Sam - late
083 365 7620



SATISFY YOUR FETISHES

Teen	082 231 0240
Busty	082 231 0250
Threesome	082 231 0234
Miss Priss	082 231 0260
Anal	082 231 0235
S&M	082 231 0230

Standard cell rates
A TELEROTIC CC SERVICE



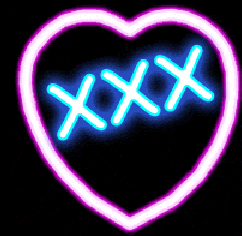
FREE



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Our Dilemma As Publishers



What we used to do

- Took any adult advertising into personals section
- Charged at normal rate - cheap comparatively
- Censorship not emphasized

Copy or images

- Reps more worried about commission than content vulgarity
- Received numerous complaints from staff and customers



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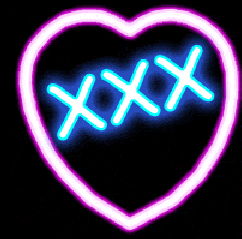
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Our Dilemma As Publishers

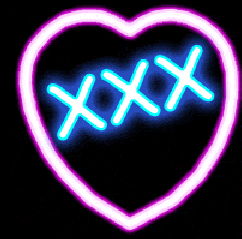


Issues in priority

1. Service offering
2. Morality
3. Responsibility
4. Revenue opportunity



Our Dilemma As Publishers



What we risk if we do it

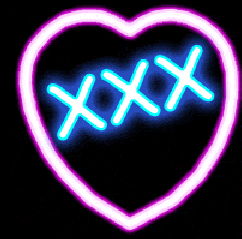
- Drop in circulation by alienating our moral readers
- Drop in advertising alienating our moral advertisers
- Credibility perception diminishes – greatest fear
- Staff credibility perception of Company diminishes



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©1999 SUTZ

Our Dilemma As Publishers



What we risk if we don't do it

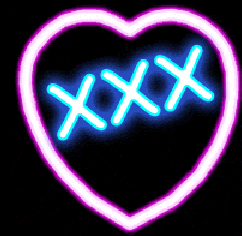
- Lose a great revenue opportunity
- Incomplete service offering as a classified media – bad perception
- Allow irresponsible advertisers and mediums to exploit industry
- Get the best offers before anyone else does

(Just kidding)



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What did we choose?

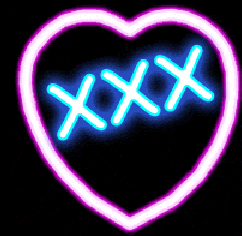


Decided to continue to carry the advertising Responsibly, as Morally projected as possible by:

- Change advertising deadlines - enforce more proofing
- Changed advertising copy, design and size criteria – ‘size of ad that is’
- Doubled our advertising rates
- Confronting our fears – censorship and help
- Rebrand our Internet away from our print brand.
- Combined online synergies to add value for both serious advertisers and customers
- Limit the advertising space in paper but unlimited and less censored on the Internet



Result

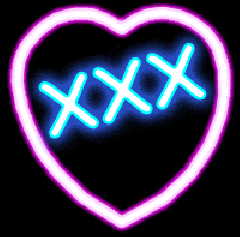


- **Initially advertisers complained – most of them have come back.**
- **Have had no complaints from readers**
- **Sensitive staff members feel heard and thus more positive.**
- **Revenues are back to previous levels, but with half the content. Still growing**
- **Credibility perception of paper is enhanced**



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Summary



Offer the service!!! - Definitely

**Be sensitive to the market conditions and the community that you serve,
but be true to your service offering as a classified medium!**

**Although great revenue opportunities exist with print leading on to the
web, that should not be the only motivation.**

**Adult entertainment ads can be a great value add to your customers and
readers that are interested in that sort of thing**



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