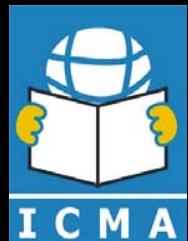


ICMA Debate

“Publishers’ Cocaine”

Yes or No



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.



History of Adult Entertainment Advertising in SA



- Highly censored
- Pornography was legalized in 1990



JunkMail
PUBLISHING GROUP

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- Phone lines



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- Pornography was legalized in 1990
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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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PUBLISHING GROUP

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 COUNTRY INN
KEMPTON PARK
OPEN 11AM-4AM MON-SUN - SUN FROM 4PM-
40 GIRLS - STRIP SHOWS - POOL TABLES - X-
RATED MOVIES ON 10 TV'S FULLY ENCLOSED
PARKING WITH SECURITY GUARD - 4 MINS FROM JHB INT AIRPORT
TICKETS R25
Ladies R15
Under New Management
Ladies R15

PEEP LINE
Reality media taken to the next level
We have placed secret microphones in
people's bedrooms. If you want to listen to them
have a **REAL XXX**
Call 082-231-0233 Sit back & enjoy.
Telecristis CC @ std cell rates.

HOT "GINGER"
As lovely as
a flower,
but
as naughty
as devil!
24Hrs. F/H
I also do "Toys for boys"
Very upmarket & friendly travel
Tel: 680-5863 071-372-4712

MISS SUMMIT CLUB
STRIPTEASE QUEEN 2003
TAKE TIME to enjoy the
real way of being with a
woman! (52Kg)
Very Pvt.
Coupled Welcome!
1st heat 1st October
2 nd heat 8th October
3 rd heat 15th October
4 th heat 22th October
5 th heat 29th October
6 th heat 5th November

*****LANA*** STRIPPER**
TAKE TIME to enjoy the
real way of being with a
woman! (52Kg)
Very Pvt.
Coupled Welcome!
072-346-4263
1 Min from
Gordon Rd all round
Photos taken by Jay Decker

Current Market



Who carries print advertising

1. Pornographic Magazines – Biggest carrier of

2. 11 Major Newspaper dailies in SA

- Almost all daily newspapers carry ads with the exception of the Afri
- Content and graphics strong

3. Free ads papers - Junk Mail Publ

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.



EDENVALE
Very pvt. house
5m in from Airport
**BE SPOILT BY
THE BEST!**
Blonde Tamara
or
Brunette Tasha
Strip & tease & lots more
Pvt travel 8am - late
083 365 7620



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

SATISFY YOUR FETISHES



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

Standard cell rates
A TELEROTIC CC SERVICE

FREE

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



JunkMail
PUBLISHING GROUP

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YOUR FETISHES**

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Standard cell rates
A TELEROTIC CC SERVICE

FREE

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



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)



What did we choose?



**PAULA
SANDTON**
072 284 4372

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



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Very pvt. house
5m in from Airport

**BE SPOILT BY
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Blonde Tamara
or
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Pvt travel 8am - late
083 365 7620

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 TELEROTEC CC SERVICE

**Filing Clerk
Wanted**

22  **LOVEMAIL**

No	CATEGORY	Page
400	He wants Her	96
401	She wants Him	96
402	X wants Y	96
403	Penfriends	n/a
404	International Penfriends	96
405	International Personals	96
406	International Romance & Marriage	96
407	Getting Together	96
	Clubs & Societies	n/a

**Single?
YOU DON'T
NEED TO
BE!**

**Place your
personal ad
on
Love Mail**

ADULT SERVICES

PAULA - SANDTON
072 284 4372
Genuine picture. Tall, slim, coloured, busty babe. Come spoil yourself in my upmarket townhouse. I'll strip tease you in my sexy lingerie & suspender. Toys, movies. Hourly or spend a night of wine, dine, candlelight & music. **"I work alone"** Private & secure parking

FOR ALL OCCASIONS
A Wildcat to FAME!
A feisty fantastic feline! **Reagan**
Call 082 215 2652

LEYLA
A Wildcat to FAME!
A feisty fantastic feline! **Reagan**
Call 082 563 2047

ADULT TALK 24HRS
D&M Telesales
Adults only. 12-24HRS LADIES will keep you caged with fun. **Call: 039 317 2520**

AKISA
African babe. Firm, young, slim and sexy!
Call: Shani 082 1518 5252
Kouga/George

**PROFESSIONAL
MASSAGE**
Private. Absolutely
handsome. Call Lorissa
084 779 3415

XXX Spy Line
John Grindell's High Club
Fun with Ladies & Boys
The secret thoughts of Karen
052-231-0233 FREE
Standard cell rates. No other charges.
A TELEROTEC CC SERVICE

NIKITA
African Stunner! Woman of class & elegance. Come and my secret thoughts for you. Call me now... **072 255 9870**

MICHELLE
When you have something... Give me a call & like to meet & spoil you. Waiting for your call now... **073 155 1493**

GREG LADIES ONLY!!! Luxurious Massage by qualified pro. Wide range of treatments available. Travel Vessel. Call now for appointment. **072 300 6752**

**CHOOSE
YOUR
HAPPINESS**
**Browse
1000's of
profiles on
Love Mail**

It's all about connecting

LoveMail 
www.lovemail.co.za

406 International Penfriends

405 International Personals

407 Getting Together

408 International Romance & Marriage

409 Single? YOU DON'T NEED TO BE!

410 Place your personal ad on Love Mail

411 ADULT SERVICES

412 ADULT TALK 24HRS

413 PROFESSIONAL MASSAGE

414 XXX Spy Line

415 MICHELLE

416 GREG

417 IS JY ALLENIE?

418 DUO CHRISTI

419 TENSENLOOPENE CHRISTINE - Laat ons die storie leesmaak wat jou voorstaan Mensa en meer. **Call 082 451 4014** of **082 451 4015** of **082 451 4016**

420 Advertise your business opportunity in Job Mail today!

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



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**



