



2005: a year of opportunity

It seems only a short time ago that I saw many of you in sunny Florida, and an even shorter time since I recovered from the jet-lag! Thanks again to our marvellous hosts, Dick Mandt and the whole of the Flyer team - a great advertisement for American hospitality! I hope those of you who attended enjoyed yourselves; those who couldn't make it can read the full report on pages 4-5. The overall rating was a positive 83% but rest assured, the few constructive criticisms have been taken on board and will be addressed.

Looking forward to our next GM in Barcelona, I'd like to present Karina van Lenthe who replaces Joanne Winston as Communications & Events Manager. The theme for Barcelona is "**The Evolution of Marketing**" and will address all aspects of the art of marketing - not just promotion but also pricing, positioning and indeed, the product itself. Plenty to talk about and we will be announcing the full programme shortly. We will continue with the new workshops format introduced in Orlando, and the social activities will be further developed to facilitate even better networking. So put 26-28th May in your diary now!

One of the major projects that we will be working on in 2005 is PHOENIX, the replacement for FAPCOM, which was unanimously approved in Orlando. Thanks to all who have already volunteered to participate in the pilot group, there are only a few places left so if you want to get a head start, please let me know. We will be keeping you informed of progress on a regular basis so watch this space.

By the time you read this, ICMA will have decamped to our new offices. Closer to the train station, mice-free (hopefully!), quieter and less expensive, we're looking forward to settling in, and welcoming members travelling through Amsterdam.

Orlando GM

It was magical! ... Remember, last November, the Orlando GM? ... For the report go to [page 4](#) and take a look at those pictures!



I always feel that the best thing about moving is the opportunity it provides for a good clear out and a review of why and how we do things, and especially at this time of year, a whole host of New Year's resolutions on how to improve ourselves, and what we do.



Good luck with everything that you have resolved to do, and I wish you all a very happy and prosperous 2005!

Lucie Hime, Executive Director

Armed with information

"The most successful people in life are generally those who have the best information."

Benjamin Disraeli

With this thought in mind I hope that everyone who attended our recent GM in Orlando came back armed with only the best information, and lots of new ideas to grow and develop their businesses.

If you need any further contact information on any of the speakers, or presentations please contact ICMA Head Office. Remember ICMA HO is available all year round for information not just for GM's!

A personal thank you for the vote of confidence at the Business Meeting. Your support has now given me the onerous responsibility of being Chairperson for real! As I said then we have a number of key projects, which we hope to bring to fruition in the next period up to Barcelona, and report to you all then.

Again your ratification of progress on the PHOENIX project is an endorsement of the work HO has done on this to date, and the ultimate goal is not only to prevent any further regression of the Ad Exchange, but to develop an exciting new solution which will seamlessly replace FAPCOM, and create increased revenue opportunities, without incurring any further costs for our members.

A big welcome to our new Committee members, Kaisa and Rob, we are delighted to add their expertise and experience to the team. It is so important to be able to include fresh perspectives from the membership in the melting pot.

Thinking ahead to the next GM, the emphasise will be on marketing initiatives, we will look at specific case studies, merchandising projects, and at the usual above the line media such as TV and radio campaigns. Most of us spend substantial budgets on a multitude of marketing mania over the course of a year, but is it worth it? Also how do you

IN THIS ISSUE:

• HEAD OFFICE NEWS

- From the Executive Director
- From the ICMA Chairperson
- ADEX Report
- Barcelona General Meeting News
- HO Change of Staff
- Committee Brief

• MEMBER NEWS

- Musical chairs at Associated...
- eBay bought Marktplaats.nl
- The concept idea of Speurders.nl
- Buy & Sell - In pole position

• THE ORLANDO ICMA GENERAL MEETING

- Report & Photo's

• INDUSTRY NEWS

- Battle for the local web - Yahoo! and Google face-off
- Classifieds lead 4% newspaper ad growth in third quarter in US
- The next Craigslist...?
- Axel Springer gets busy...
- Europeans devote 20% of media activity to the internet
- The online ad surge

• CONNECTIONS

- Upcoming Events
- New Contacts
- 2005 Membership Invoices
- Committee Members
- Moving!

measure success? Should you use more than one type of marketing at once, if you do, how do you know what actually works?

Peter Drucker (MFSA) stated that 'Business has only two functions, marketing and innovation'. Certainly we at Buy & Sell have a challenging year ahead with loads of new opportunities, largely through innovation on our website and in the new technologies that have been adopted. It is definitely the case that once launched and tested the challenge will be in marketing the new services to our customers. It is also true to say that nowadays we have to run to stand still, the market is changing so fast that competitors are always snapping at our heels.

Looking forward to our next meeting. Happy New Year!

*Jill Armer,
ICMA Chairperson*



ADEX Report

Life in Head Office is slowly getting back to normal after our Orlando GM in November (hate that jet-lag!), except for the small fact of moving offices. But at least from the New Year onwards we'll be in a much quieter building. Which believe me, when you have 90-foot high cranes outside pounding the ground with enormous digging claws, makes a big difference!

It's not just my hearing that's improving either, after a momentary dip in October the Ad Exchange is on the rise again. The numbers of RU's sent in November were the highest since May this year. This is even better when you realise that previously around this time of the year we usually see a drop in the traffic through the Ad Exchange.

One of the reasons for this rise is that a number of Beta League members (traditionally the smaller users of the Ad Exchange) are starting to sell large numbers of commercial ads. Step forward Anunul Telefonic from Bucharest and Zweite Hand from Berlin, both have been leading this trend over the last few months. Commercial ads are crucial for any member of the Ad Exchange, as you will always have a higher return and margin on these ads.

By the time you'll be reading this the New Year will have passed and I am sure many of us will have made resolutions for 2005, I give up smoking around this time every year! So how about this year you make your resolution to try and sell more commercial ads through the Ad Exchange? It can't hurt and it could give you a healthier wage package!

ICMA Barcelona General Meeting Spain, 26-28 May 2005

May is getting closer every day! In the beginning of December 2004, I was invited by the EIBTM (The Exhibition For The Incentive, Business Travel & Meetings Industry) to Barcelona. It was a two-day-running-around event and meeting a lot of people from all over the world and was excellent for me to get information about future GM locations.

I had a few hours spare to walk through the centre of Barcelona and feel the ancient vibrations of the city. During my walk I visited a possible party venue and it looks fantastic. I'll keep you posted!



Moving On

It certainly seems to have become a trend for the ICMA Communications & Events Manager to move to warmer pastures. And after just twelve months I am no exception - my husband and I will be moving to Singapore in the New Year. A hot and steamy climate almost the opposite of Holland - however I think the condo pool, gym, and tennis court will make up for it. Although it has been short, it has been sweet - in main due to the people I've met and worked with during the last year. So I wish you all the very best and I am sure Karina van Lenthe, my successor will treat you all in the manner to which you have become accustomed!

*Best wishes,
Joanne*

COMMITTEE BRIEF

The Committee is back up to seven strong after the election in Orlando of Kaisa Al-Laurila of Ilta-Sanomat Inc (Keltainen Pörssi and Palsta) and Rob Paterson of Friday-Ads - we're very pleased to have them on board. Following Jill Armer's formal appointment to the post of Chairperson, Rob has agreed to serve as ICMA Secretary and Sergey Pamukhin of Pronto Moscow (Iz Ruk v Ruki) continues as Treasurer. On the first conference call post-Orlando, the Committee gave personal feedback on the GM, reviewed the proposed Barcelona programme and identified issues to tackle in early 2005.

The next Committee meeting is scheduled for 11-12 February and will take place in Paris. If you have any questions, comments or issues that you would like the Committee to address (remember, they're your representatives!), please contact Head Office or any Committee member directly - all contact details are on the back page. Don't forget that the current Committee's term ends at the next GM, if you'd like to stand for election in Barcelona or simply want more information, please let us know.



Joanne (left) and Karina

A New Face

It is a Dutch(y) speaker again this time, I mean your new Communications & Events Manager. While all the others, including Joanne, are running off to warmer climates, I have just returned from very nice temperatures. After a year and a half in Cyprus and a year and a half in Barbados, it was time to go back to the cold climate. What was I thinking? Previously, I worked as an event manager for a company called Marcus Evans and have organized business events in Europe and the United States for the last four and a half years. After an adjustment period, of getting used to The Netherlands and especially the cold again, I started

this fantastic job with ICMA. After only a week, off to Orlando to the General Meeting and to meet some of you already face-to-face, I had a wonderful time. My next task is to organize the General Meetings in Barcelona and later in the year in India. The next GM is going to be great, Barcelona is an amazing city. I am looking forward to meeting you all in Barcelona... be sure you don't miss it! It is not the same without you!

Karina van Lenthe, Communications & Events Manager

The concept idea of Speurders.nl

Speurders.nl is the new classified ad site of De Telegraaf, one of the Netherlands' leading daily newspapers, launched on 18 August 2004. By September speurders.nl had over a million visitors and more than 50 million page-views. Not bad for a site in its first month!

The site is built with a new online supply and demand vision, 'The best of both worlds' approach.

In the online supply and demand world there are two basic models:

1. The successful auction model (eBay) - difficult to use, but more trustworthy than other e-commerce sites.
2. The simple classified model (Marktplaats.nl, Craigslist.org) - not as secure as the auction models.

Speurders.nl soon discovered that in the Netherlands online customers favor simplicity. After analyzing the tools of the auction sites, they

copied the best and most useful tools, and built a site, which is very uncomplicated and simple to use.

Is this approach filling a new gap in the market? Maybe it is, the launch of Speurders.nl was very successful. Although, they still have a long way to go to becoming the leading online supply and demand site in the Netherlands.

Michiel van der Meer, Speurders.nl



Buy & Sell - In pole position

In recent years, **Buy & Sell** have sponsored everything from cyclists, mountaineers, and motor sport events, to man-powered flying baths. It might not seem to be a cheap way to promote your product but with a little hard work, as a marketing strategy, it can be very successful.

Buy & Sell have come a long way along the sponsorship road and yes, mistakes made, but lessons have been learnt too. This September Buy & Sell's latest sponsorship project took place, Motor Show Ireland. There had not been a Motor Show held in Ireland for more than a decade and with Buy & Sell's motoring market dominance, this event was tailor made.

When reviewing a sponsorship proposal there are many factors to be considered; How will the sponsorship sit with your product? How much media coverage will your brand name receive, preferable in otherwise un-purchasable media (e.g. peak time news)? What will the effect be on your company's profile? The list can be endless and is often unquantifiable.

By tackling the Motor Show Ireland project proactively, Buy & Sell ensured maximum coverage and effect. The pre-show activity was 'Fast and Furious', as ever more press releases appeared in the media. When September arrived and Motor Show Ireland opened its door to the public, the 'hype' surrounding the show was sky high. The press, TV and radio clamoured for the best shots and best interviews - which turned out to be John Whelan MD of Buy & Sell on Sky News!

What made the sponsorship of Motor Show Ireland stand out from the rest however, was the cost involved. A publication such as Buy & Sell's main strength when approaching a sponsorship deal is the publicity it can offer. Contra deals for advertising are commonplace, but why not take the principle a step further and generate revenue at the same time. The best advertising and pre-event promotion any event can get is having a glossy event magazine/programme on sale in the promotionally vital two to three week pre-event period, in all local newsagents and throughout their catchments area. Couple this with poster campaigns, and ticket deals and you have a recipe for success. The value both PR wise and financially is as beneficial for the exhibition organiser as it is for the publisher. Even though you may have forked out a (reasonably negotiated) chunk of your valuable marketing budget in sponsorship fees, you do have the opportunity as a publisher to make it back in the revenue generated by advertising and copy sales. Buy & Sell did it after Motor Show Ireland Buy & Sell marketing was not only in the black, but we had put our title in pole position, where it belongs.



Musical chairs at Associated...



Claire Payne, managing director of Associated Newspapers-owned classified title Loot, has left the company after just 18 months in charge. Her departure has led to group classified advertising director at Associated Newspapers, Sally

Winfield, taking over the reins at the Wembley-based offices in north London, following the wind-up of the Business Intelligence unit at Associated

HQ. Claire had been poached by Associated from the Financial Times - where she held the title's top UK advertising position - in June 2003. She had been widely tipped to join the growing band of young stars rising through the ranks at Associated Newspapers, such as new managing director Kevin Beattie, Mike Anderson and Stephen Miron. We wish her well in whatever she does next and the best of luck to Sally in her new role!

eBay buys Marktplaats.nl

The international march of eBay continues: The company announced that it spent EUR 225 million to buy **Marktplaats.nl**, the largest classified advertising site in The Netherlands, from a company that operates second-hand retail shops. It's the fifth major acquisition



this year for eBay and also marks a significant shift in eBay's positioning. While eBay still refers to itself as "The World's Online Marketplace," it now refers more extensively to itself as a leading player in classified advertising. "eBay will be able to expand its e-commerce position in The Netherlands while adding to its growing knowledge of classifieds-style trading," the news release said. (When it bought the minority share of Craigslist, company execs also spoke about the need to learn more about classified advertising.) eBay's growing more than twice as fast internationally as it is within the U.S. - 76% vs. 32%. With the spate of acquisitions, international growth is likely to accelerate - while the company is becoming more and more of a classifieds player in more and more countries. "We have built Marktplaats.nl into the leading classifieds website in The Netherlands," Frank Crebas, managing director, said in eBay's news release. "With its strong global presence and technical expertise, eBay can help expand our business into the future." The companies said Marktplaats would continue to operate as a stand-alone entity.

Source: Classified Intelligence

Source: Mediaweek

Orlando GM report

The Orlando General Meeting, hosted by Flyer Publishing of Tampa, kicked off under warm but cloudy skies. The traditional Meet-and-Greet Lunch in the ICMA Lounge, this time overlooking the pool and tennis courts of the Rosen Centre, brought together nearly 70 ICMA members and guests, plus several Association partners from the AFCP and several potential ICMA members from North America.

We were delighted to welcome these prospective members and special thanks to Jack Humphreville who has done so much to help ICMA expand its membership. To help them get the most out of the GM, there was a special introduction after the lunch.

Then we were off to board the bus for the Boggy Creek Alligator Airboat Ride. The driver took the 'picturesque' route (also known as 'getting lost') but we arrived eventually. Only the first boat was successful in seeing alligators in the wild and then only a tail ☺. The alligator bites were delicious though!

On the question if he or she has any comments on the GM, a delegate answered: "Just find alligators, nothing else!"



After a rather shorter trip back on the bus, a quick wash-and-brush-up, we headed off to the Welcome Dinner at the Hard Rock Café in Universal CityWalk and threw ourselves into the pop-quiz.

FRIDAY 12 NOVEMBER, PLENARY DAY

Bright and early on Friday morning, delegates filed into the Grand Ballroom to be welcomed by ICMA's Acting Chair, Jill Armer of Buy & Sell Ireland. After a short presentation from the newest ICMA member Koll KB, Jill introduced the Keynote Speaker, Chris Schroeder of the Washington Post Newsweek Interactive, who argued that the greatest impact of the Internet was the change in the balance of power. Chris pointed out that as the value of the Internet lay in its transactional rather than



narrative nature, companies such as Google and Yahoo!, which organise, source or search, rather than generate content, could be best placed to capitalise on the new medium.

Track One

Splitting into two tracks after the morning coffee-break, delegates in Track One were treated to a series of presentations designed to help publishers compete better. First up was Peter Zollman of Classified Intelligence who underlined the fact that whilst print is still an integral part of publishing, you will not succeed without an effective online strategy. He was followed by Robert Zarrilli of Flyer Publishing who made a dramatic entrance with his mouth and hands taped - to remind himself to speak slowly! Robert described some of the simple and cost-effective methods that he had used to promote The Flyer within the community. This session was closed off by Gary Meo of Scarborough who focused on the role that research could play in delivering accountability, the Holy Grail of advertising.



profit would follow. Michiel van der Meer of speurders.nl, one of the leading competitors to marktplaats.nl, had been unpleasantly surprised by the breaking news of eBay's purchase of marktplaats.nl. His analysis of the Dutch online market and the rationale behind De Telegraaf's creation of speurders.nl threw up some interesting comparisons between the auction and classified models.



Track One continued after lunch with a fascinating panel chaired by John Whelan of Buy & Sell Ireland which investigated some of the similarities and differences between the competitive landscapes faced by different business models. Boris Hilberdink of BoHilMedia represented the niche business model and described how the Dutch market has changed dramatically in the past twelve months with four competitors seeking to enter the Benelux boat market. He was followed by Tomas Hlavicka of Annonce Prague, a well-established free-ads business that had leveraged its strengths and weaknesses to compete effectively with a niche autos publication, and also launched a paid-for SMS service which enabled customers to stay informed of the progress of their ad through the system (whilst paying for the privilege). For free-distribution, John Francis of Trader Media Corporation shared his belief that focusing on content quality and "owning the market" were the keys to success and creating high barriers to entry,

Track Two

Track Two kicked off with one the most experienced researchers of the newspaper publishing world, Jim Chisholm of the World Association of Newspapers. His presentation was packed with data from recent

Finally, Sergey Pamukhin of Pronto Moscow described how Iz Ruk v Ruki had reclaimed its dominant position in the Moscow classifieds market by splitting its single edition into two, holding advertising rates and improving distributor margins.

Workshops

Following the afternoon coffee-break, delegates split between four workshops. Ably led by Peter Lamb of The Flyer, Peter Zollman of Classified Intelligence, Paul Banister of Target Media Partners and Jeff Schueler of Usability Sciences Corporation, the topics ranged from interactive case-studies on handling a competitive threat, using the Internet to improve your back-office processes, how to negotiate a better print bill and improving the usability of your online offering.

*"Great workshops and panels."
"Workshops were extremely constructive."*

SATURDAY 13 NOVEMBER PUBLISHERS' MEETING

Publishers arrived promptly for the Publishers' Meeting on Saturday, chaired by Claire Payne of LOOT. Claire opened with an analysis of how LOOT had changed the way it approached its business and how they viewed many competitors as potential partners. The publishers' punctuality probably had a lot to do with the external speaker, Justin McCarthy of Google, who is responsible for their local and classifieds business in the US. Justin made a fascinating presentation, which both explained Google's core services (plus those in development), and also Google's philosophical approach. Justin argued that far from being a threat to publishers, AdSense enables effective monetization of inventory and frees up publishers' sales forces to concentrate on selling to local advertisers.

Claire wrapped up the meeting in good time and John Francis of Trader Media Corporation was unanimously elected the chair for the Barcelona General Meeting - congratulations!

Sales Managers' Workshop

Whilst the publishers were meeting, the Sales Managers' Workshop was in full flow just next door.



studies on the migration of classified from print to online but one of his most controversial statements was that mobile is where it will all be at very soon. Jim was followed by Mike Blinder of the Blinder Group who drilled down into how publishers should package and organise their online sales. Tim Bingaman of the Circulation Verification Council closed off this session with an excellent overview of independent circulation auditing and how it could help persuade advertisers to buy. After lunch, the panel session in Track Two focused on the changes that publishers had made in order to compete better. It was chaired and opened by Peter Rees of Trader Classified Media, who described the shift from a "Today Forwards" and "Company Outwards" approach to a "Future Backwards" and "Market Inwards" approach. By this he meant that we should not allow ourselves to be limited by today's circumstances and the current resources of our company, but we should attempt to determine what the future will be and then work out how to get there. David Waghorne of Northcliffe Newspapers outlined the re-design and re-development of the Ad-Mag brand and its new advertising campaign and slogan. Kaisa Ala-Laurila of Ilta-Sanomat Inc. then talked about how they had tackled the challenge of declining circulation via better merchandising and a cover re-design. So far, the trend is cautiously upwards - congratulations!



Ably chaired by Melanie Klass of Associated Newspapers, the theme was using competition in its broadest sense to improve the performance of sales teams and the FISH! Philosophy was at its heart. Particular mention should be made of Peter Gannon of Buy & Sell Ireland and Anita Menon of Free-Ads who both made excellent presentations on how they motivated and rewarded their sales teams and Debbie Cosby of Trader Media Corporation who was also a fount of ideas. Many thanks to Melanie, especially for all the prizes!

Business Meeting

The final formal part of the General Meeting was the Business Meeting. Chaired by Jill Armer, the Acting ICMA Chair, this meeting reviewed ICMA projects, approved the PHOENIX proposals and the 2005 budget, and elected Jill as the new Chair and two new Committee members, Rob Paterson and Kaisa Ala-Laurila.

After a very welcome break it was time to head off to the ICMA Gala Party at the House of Blues. Fabulous food (I loved the Voodoo Shrimp but I still can't believe that I missed the desserts!), and a great band made for an unforgettable night. Typically, many Europeans headed outside to smoke and enjoy the warm night air, and several parties made their way to the many clubs that the area offered.

Many, many thanks to Flyer Publishing for being such great hosts! See you in Barcelona!

"This was the best (out of 3) conference I have been to! Thanks for a job well done."



The next Craigslist...?

LiveDeal is the latest (and greatest?) new entrant to the online classifieds marketplace. The Palo Alto based company offers websites with a national reach, but its goal is to allow people to buy and sell goods locally. It has the feel of eBay, where Rajesh Navar, its founder and CEO once worked, but is aimed at people used to buying and selling on Craigslist or through classified ads in newspapers. Although the site can facilitate long-distance transactions, LiveDeal is geared toward face-to-face deals. "A local item is a distinct animal," said Steve Harmon, LiveDeal's vice president for business development. "It's something you don't want to ship and that you want to try before you buy." LiveDeal, whose site officially launched in mid-November, is entering a growing market. Online classified advertising will pull in an estimated US \$1.9 billion (EUR 1.4 billion) in revenue this year, according to Jupiter Research,

and US \$3.7 billion (EUR 2.8 billion) by 2009. LiveDeal is attempting to distinguish itself from newspapers and eBay by offering free listings in most categories. It differs from Craigslist because of its nationwide presence and its ability to let users rate sellers. LiveDeal's revenue comes from listing fees for automobiles and premium listings that sellers can buy to give their ads more prominence. Also, if a buyer and seller complete a transaction online, LiveDeal takes a 5% commission. The site has 128,000 registered users from hundreds of cities around the country, Navar said, and 100,000 active listings. New York, Chicago, Los Angeles and Houston have been the most active cities. By contrast, Craigslist gets more than 3 million new classified listings per month. Craigslist sites now serve 75 cities in the United States and abroad and attract more than 6 million unique visitors a month. For now, LiveDeal is still



self-funded by Navar, one of the original engineers at eBay. The company has monthly revenue of about US \$14,000 (EUR 10,600), he said, but is burning through about US \$100,000 (EUR 75,750) a month, mostly in payroll costs for its 10 employees. Navar said the company would probably be looking for "strategic partnerships" sometime in the next year.

Source: Mercury News

Battle for the local web - Yahoo! and Google face-off

Yahoo! and **Google** have begun duking it out over bringing the Internet to everyone's backyard - or bus stop for that matter. The giant search engines are rolling out their own local web pages, which will allow users to find everything from neighbourhood barber shops and bakeries to yoga studios and bars within the vicinity of your home.

"It's definitely a growth opportunity," said Greg Sterling, an analyst for the Kelsey Group. "There's clear consumer demand that Google, Yahoo! and others are responding to."

Indeed, to reach out to potential customers, Yahoo! is even opening kiosks at bus stops. The

first-ever Internet-connected bus stop kiosk has been installed in San Francisco. Local interactive bus stops soon will launch in Los Angeles and New York.



"Most people are still doing most of their business in their immediate area," said Sterling. "It makes sense that these search engines are trying to accommodate that need."



Advertising from local small businesses is expected to grow to US \$2.5 billion (EUR 1.9 billion) by 2008, according to Sterling, while about 25% of all Internet searches are for local information. That's got Yahoo!, Google, and even some of the phone directories, scrambling to provide reliable information to help consumers find whatever they want just around the corner.

So far, Yahoo!, which is the No. 2 search engine behind Google, is pulling ahead of its main rival in the race to dominate the local space, several experts said.

Analysts said many consumers are unaccustomed to searching for local businesses from their computers. "To grow that business, you have to have an education process to change consumer behaviour," said Steve Weinstein, an analyst at Pacific Crest Securities.

Source: www.nydailynews.com

Classifieds lead 4% newspaper ad growth in third quarter in US



Newspaper advertising expenditures for the third quarter of 2004 totaled US \$11.3 billion (EUR 8.5 billion), a 3.8% increase over the same period a year earlier, according to preliminary estimates from the Newspaper Association of America.

Classified advertising led the way with a 4.3% spending increase to US \$4 billion (EUR 3.01 billion). National ad spending increased 3.9% to US \$2 billion (EUR 1.5 billion) and retail spending rose 3.5% to US \$5.3 billion (EUR 3.99 billion).

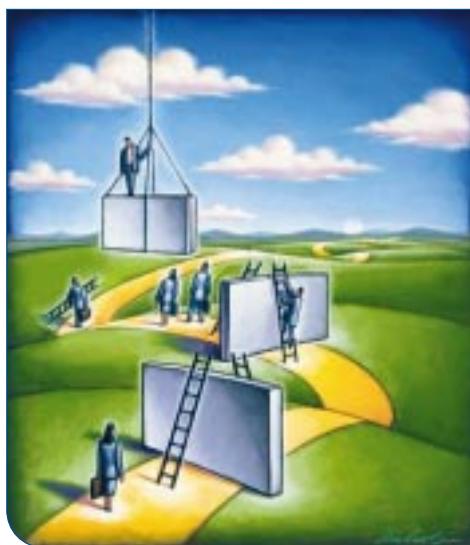
Source: Newspaper Association of America



The online ad surge

Brand advertising online has taken off - and it's shaking up Madison Ave.

In the golden age of TV, they called them roadblocks. Advertisers mounted such visual barricades by placing the same spot at the same minute on the three big networks. That way, the ad would blanket the entire medium, collaring viewers whether they were tuned to Lawrence Welk, Dragnet, or Uncle Miltie. The roadblock was a simple but powerful approach - and near impossible to pull off in today's fractured TV market.



But who said a roadblock had to be on TV? A year ago, Ford Motor Co. executives unveiled a roadblock on the Internet to promote their F-150 truck. On the day of the launch, Ford placed bold banner ads for 24 hours on the three leading portals - AOL, MSN, and Yahoo! Some 50 million Web surfers saw Ford's banner. And millions of them clicked on it, pouring onto Ford's Web site at a rate that reached 3,000 per second.

The company says the traffic led to a 6% jump in sales over the first three months of the campaign. Naturally, more Internet roadblocks have followed, most recently with the Oct. 25 launch of the F-500 sedan. Says Rich Stoddart, Ford's marketing communications manager: "We've proved we can leverage the Web for the mass market."

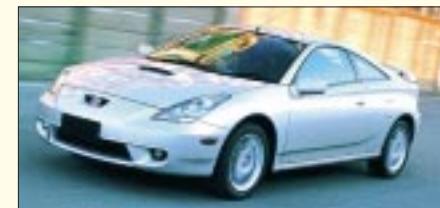
Scores of companies are storming into the growing world of online advertising. They range from tech outfits that create new forms of banners and skyscrapers to advertising startups that tie together vast networks of publishers, from fishing sites to political blogs. "Net advertising is only nine years old, and everybody's just now getting started," says Gurbaksh Chahal, CEO of BlueLithium, a San Jose advertising company. Those who manage to climb atop the Internet's advertising wave are in for a wild ride.

Source: web smart

Axel Springer gets busy...



The major German publishing house **Axel Springer** is taking an interest in the classified market, both print and digital. On 21 September, Axel Springer AG bought 49.5% of StepStone AG, the German subsidiary of the Norwegian online recruitment company. They hope to strengthen both companies by combining print and online job postings. This investment ensures Axel Springer's presence in the third of the core vertical classified markets, and adds to its car business with *autobild.de* and real estate with Immonet.



In print, Axel Springer Verlag has launched a classified car magazine. This is published every two weeks and distributed nationwide. The circulation is projected to be 200,000 at a cover price of EUR 1 and the first issue runs to 154 pages plus a sleeve.

Europeans devote 20% of media activity to the internet

There has been a rise in the amount of time people spend online, with the internet now accounting for 20% of Europeans' media consumption, according to research commissioned by the European Interactive Advertising Association (EIAA).

The study places the internet above both magazines (8%) and newspapers (11%) in terms of media consumption, and not far behind radio (30%). TV continues to represent the largest share of people's media time at 33% but over a third (35%) of those online watch less TV as a result of using the internet.

Among the increasing number of European internet consumers, 42% are online every single day and one in ten spend at least 25 hours a week surfing the web.

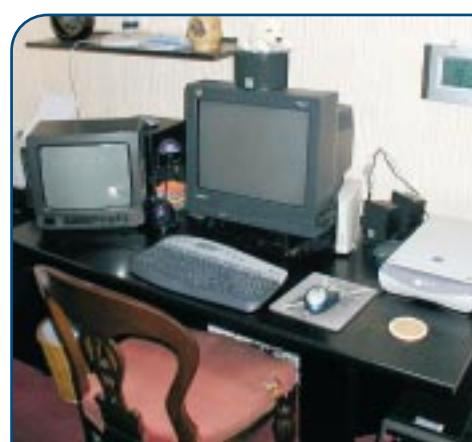


One in three consumers even went as far as to say that they would be lost without the internet in their lives.

While 83% felt that TV has too much advertising, less than half felt the same about the internet. A third of interviewees stated that online advertising was relevant to them and more than half (53%) believed that internet advertising was from "forward-thinking" brands.

Increasing numbers of consumers are using the internet as opposed to traditional methods to perform daily tasks such as booking tickets (45%), reading newspapers (37%), chatting to friends (35%) and shopping (31%). In addition, one in four now listen to music online. Primary reasons for this switch were the convenience, speed and ease of the internet.

While 88% use e-mail regularly, 61% visit news sites and almost half look to organise their finances online. Travel (47%) and music sites (39%) again prove popular with internet users. This latter trend is evident again when looking at browsing and buying habits. Travel tickets and holidays are most frequently researched online with high purchase conversion rates, at 64% and 45% respectively. Conversion rates for theatre/cinema tickets (71%), clothes (69%), music (66%) and books (65%) remain high.



The research also demonstrates that offline sales are boosted by the internet. 2 in 5 people admit that they research travel tickets and holidays online, then buy through traditional means. And a third of consumers responded that they looked at books and theatre/cinema tickets on the web but subsequently purchased elsewhere.

It was also found that many forms of media were consumed simultaneously. However, in comparison, the internet largely demanded consumers' sole attention.

Source: Digital Media Europe

UPCOMING EVENTS

24-25 February 2005

REVENUE GENERATION 2005

Rome, Italy

www.wan-press.org

Organised by: World Association of Newspapers

ICMA members can register for only EUR 950

19-22 March 2005

NEXPO/NEWSPAPERS '05

Dallas, USA

www.naa.org

Organised by: Newspaper Association of America

28-30 April 2005

ANNUAL CONFERENCE

San Francisco, USA

www.afcp.org

Organised by: Association of Free Community Papers

26-28 May 2005

BARCELONA ICMA GENERAL MEETING

Barcelona, Spain

www.icmaonline.org

Organised by: International Classified Media Association

2005 Membership Invoices

The 2005 membership invoices were sent out in December 2004, you should all have received yours by now. If you have not, please contact me (g.reynolds@icmaonline.org) immediately and I will re-send yours. Remember your fee should be paid by 31 January, 2005.

Pay to Print and System Usage statements will be sent out separately in mid-January 2005. If you have queries about any of your invoices or statements please let me know.



Hole in the floor

It is a good thing we moved. In the last week before the moving the floor was disappearing underneath us. Our neighbour downstairs decided to do some redecoration and discovered that the ceiling was coming down... we had to empty our storage room quickly!

New Contacts

Quokka Perth

Michael O'Reilly the general manager at Quokka is moving on to greener pastures. We met him twice, in Vienna and at The Hague GM last year, but he was a great guy and a good mover on the dance floor as well!

The new general manager there is Nick Sertis, his e-mail is nick.sertis@quokka.com.au



Iz Ruk v Ruki Minsk

We have a new ACP in Minsk as Juliya Ermakova the current ACP is leaving to get married. I'm sure I speak for us all when I wish her a wonderful wedding day and many joyful years of marriage.

Irina Lukina will be taking over ACP duties there. Her e-mail is i2i@belpronto.gin.by

Secondamano.it

Secondamano Milan

Alberto Russi has left Secondamano. He has taken a job closer to home so he can spend more time with his two young children, a man with his priorities in the right place! I have enjoyed working with him over the last while and wish him good luck in his new job and a happy time with his kids (enjoy it while you can, just wait until they get to the teenage years!).

The new ACP is Sabrina Sozzani; Her fapmail address is SMSS@icmaonline.at

New Members

Koll.KB

We've just managed to get him out and here he is back again after only a few months away. Who? Ingemar Elfvin of course!

He has taken over the role of CEO at Koll based in Stockholm. One of his first actions in his new position was to apply for ICMA membership for Koll; obviously he missed us too much! Ingemar's new e-mail is ingemar.elfvin@koll.se

ICMA Committee Members

Chairperson:

Jill Armer, *Buy&Sell*, Ireland

Email: jill.armer@buyandsell.ie

Secretary:

Rob Paterson, *Friday-Ads*, UK

Email: robp@friday-ads.co.uk

Treasurer:

Sergey Pamukhin, *Pronto Moscow*, Russia

Email: sp@rucom.ru

Jack Humphreville, *Target Media Partners*, USA
Email: jackh@targetmediapartners.com

Felix Erken, *Junk Mail*, South Africa
Email: felix@junkmail.co.za

Sergey Kochurine, *Camelot*, Russia
Email: serg@cmlt.ru

Kaisa Ala-Laurila, *Ilta-Sanomat Inc.*, Finland
Email: kaisa.ala-laurila@infosto.fi



ICMA Newsletter

This newsletter is a members publication for ICMA and is published four times a year.
©2005 International Classified Media Association.

Executive Director: Lucie Hime
Editor: Karina van Lenthe

Address:

Koggestraat 9H
1012 TA Amsterdam
The Netherlands

Telephone: +31 20 638 2336

Fax: +31 20 638 2371

Email: info@icmaonline.org

Website: www.icmaonline.org

The publishers cannot accept responsibility for errors or omissions, however the utmost care is taken to ensure that information is accurate and up-to-date.

Next Edition - No.2/2005

ICMA's second newsletter for 2005 is due out beginning of April. The due date for any contributions will be 17 March, 2005.