



**ICMA**

Making classified media work better!  
International Classified Media Association

# ICMA Newsletter

No.1/2007

## Season's Greetings!

As I write this, it's the week before Christmas, there's brilliant blue sky over Amsterdam and I'm looking at the carved Indian elephants on my desk, the Canadian flag standing on the computer speaker and the wonderful bierkrug from the Munich GM. It never ceases to amaze me that so many nationalities from such diverse markets all over the world can come together under the ICMA umbrella, and find so much in common (and enjoy themselves hugely in the process!).

2006 saw two great GM's in two wonderful cities - Toronto and Munich - many thanks to our kind hosts Trader Media Corporation and Quoka Verlag GmbH, and the enthusiasm of all the participants. 2007 will see us

back in Europe for both with a fantastic seaside venue in Portugal for the spring GM, hosted by Ocasião, and in Amsterdam, ICMA's home town, for the November event. We look forward to seeing you at both of these.

2007 will be a year of consolidation for the Association plus a renewed focus on recruitment of new members to strengthen and add value to the network. A new contact database will be implemented at Head Office early in the New Year, and thanks to our new IT set-up, ably supported by the excellent team at Koopjeskrant in Antwerp, we will be able to manage and track our membership communications much better, as well as market ICMA more effectively to potential members.

Bringing new members on board is one of my (many) priorities and I'd like to remind you of the bounty

scheme that ICMA operates where you can earn a significant discount on your membership fees for helping Head Office recruit new members. Jack Humphreville is practically putting his daughter through college on his earnings in this respect ☺, so please consider what you can do to help increase ICMA membership too.

I wish you and yours a very happy, healthy and prosperous New Year!

Best regards,

**Lucie Hime,  
ICMA Executive Director**



## Happy New Year!

Doesn't time fly between GM's! Munich was an undoubtedly success from the point of view of content, from the speaker and workshop sessions and of course from the point of view of the all important networking. There was no shortage of both old faces and new faces amongst the delegates. Certainly from Buy & Sell's perspective both during and since the GM we have been in contact with some of the other participants with a view to sharing information and even working together on some projects now and in the future. I hope you have too?

Looking at the competitive landscape it can be almost too easy to get distracted by the continuous and some might think ominous march of the online army of internet-only companies. But print has not gone away, it is adapting, some of us more slowly than others perhaps, but it's amazing to see at each GM the progress everyone is making on this front, and the new revenues being generated in this area. What's going to be next?

Well, this is an excerpt from an article by David Smyth from the Sunday Observer on November 26<sup>th</sup> 2006.

*'The people spilling out of Ritual Coffee Roasters on to the San Francisco sidewalk scent more than coffee beans. Inside there are twenty and thirty somethings, most of them male, working intently at laptops and harnessing the power of the internet. They are not merely logging on to look at MySpace or YouTube or The Next Big Thing. They plan to be The Next Big Thing. It's boom time again in Silicon Valley and there is opportunity around every corner. Each month US\$ 180m (GBP 94m/EUR 137m) is invested in technology companies aspiring to change the lives of every person on the planet. A combination of youth, entrepreneurial spirit, technical insight, financial muscle and the American Dream, flavoured with West Coast utopianism, has formed a perpetual motion machine that is driving the information age. The brilliant brains of students and geeks, businessmen and scientists, angel investors and venture capitalists are feeding and thriving off each other, sparking the kind of electricity one imagines filled the air of northern England during the Industrial Revolution. A whole new world wide web is on the horizon.'*

And if you come along to the May GM in Portugal you're sure to see the next big thing for the classified industry and the internet - so I am looking forward to seeing you all then!

Regards,

**Jill Armer, ICMA Chairperson**



### Page 4-5: Marvellous Munich



What a great event, 4 days, fantastic speakers, workshops, meetings, Bavarian Olympics, food, beer, beer and more beer. Did you know that the amount of beer drunk at the Augustiner Keller was 220 litres, which is more than a litre and a half per person - a great night! Only to finish the event with a superb Gala Party, hosted by Quoka Verlag GmbH. Read the report and look at the pictures on page 4-5.

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## New members...

It's at this time of year that last year's recruitment efforts finally bear fruit! I am delighted to announce that the Association is about to welcome its very first member from China - Service Weekly Hand-to-Hand Special Issue, which publishes in Beijing, Shanghai and Harbin. The eagle-eyed amongst you will recognize that 'Hand-to-Hand' translates into 'Iz Ruk V Ruki' in Russian, and indeed Leonid Makaron's Pronto Moscow Ltd, now part of TME, was involved in the set-up. Many thanks to Valeria Baulina of Pronto Moscow for helping Head Office secure this new member for the Association.

And we are very pleased that PHOENIX continues to attract new applicant publications. As well as Inform Media Group's seven additional titles in Hungary which were admitted at the end of November, Der Heisse Draht has rejoined the German national ad-exchange and has applied with four extra titles, and Pronto-Petersburg has asked for the Iz Ruk V Ruki Vologda title to be included. Remember: there is no fee payable to add more titles to PHOENIX if you already participate, just contact Head Office and we can have you earning pay-to-print revenue in just 30 days!

## Call for speakers!

Apart from 'more on online, please!', the most frequent request in the GM evaluation forms is 'can we have more member speakers?'. Several companies have been extremely generous with their time, information and people in this respect, and we are very grateful indeed to them. But we know that there are many more members out there who have lots of great stories to tell and valuable experiences to share and we would like to invite you to participate in the Lisbon programme.



The topics that we are specifically looking to cover are: **pricing elasticity and enhancing the value proposition** - what has your company done to optimize pricing and deliver more value to customers?; the **personal/dating vertical** - this is a major and growing sector, how are you capitalizing on this opportunity? and **leveraging print and online** together - how have you exploited the synergies of multiple channels? But if you have anything else that you would like to share, we would be delighted to hear your ideas.

Presentations from ICMA members consistently score better than those from outside companies, including those from non-native English speakers (in fact, many people argue that native speakers are hard to understand as they speak far too quickly).

Mail Lucie on [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org) and we'll reserve your speaker gift immediately!

## ICMA GM destinations 2007

**3-5 May 2007  
Cascais, Portugal**



Now that the General Meeting in Munich is behind us, we are focussing on the events that are planned for 2007. First the one in May in Cascais, Portugal, hosted by Ocasião Edições Lda.

Cascais is a beautiful small village on the beach, just outside Lisbon. It is famous for its traditional black and

white calçada wave-patterned pavements, fine seafood restaurants and lively seafront street cafes.

The hotel is booked and now we will focus on the programme, the speakers and the social events. Helmut Pollinger from Ocasião has already secured a fabulous Gala Party venue, and will be helping Head Office to find a typical Portuguese activity for the Thursday afternoon - watch this space!

### November 2007 Amsterdam, The Netherlands

The other event planned for 2007 will be in November in Amsterdam, The Netherlands. The city is known for its canals and amazing architecture, diamonds, bridges and bicycles, with 740,000 inhabitants and 600,000 bikes, and the highest number of museums per resident.

It will be another 4-day GM (the same as in Munich), and we'll have a great social programme of things we can do in Amsterdam (and no, this is not going to include smoking joints, more in the direction of bicycle riding ☺) Karina is negotiating a hotel contract with two hotels, trying to get the best room rate for you all.



## Committee brief

In the Committee Meeting at the Munich GM and the subsequent pre-Christmas conference call, the Committee has been prioritising three key issues: working to improve the conference content to deliver better value for members, planning and implementing an aggressive recruitment campaign to attract new members, and further developing the PHOENIX system.

Having analysed the very comprehensive feedback from Munich, Head Office and the Committee have drafted a speaking programme for the Lisbon GM to address exactly what you've said you would like to see more of. So there'll be more member panels, more case studies and success stories from classified publishers and more on key verticals.

After the successful inclusion of non-member participants in Munich, Head Office has received some verbal commitments to apply for ICMA membership in 2007. A strategy has been developed with the objective of attracting a further 10 potential members to the Amsterdam GM in November.

The third area that the Committee is working on includes some structural and strategic improvements to the PHOENIX ad-exchanging system to drive more revenue for participating publishers and your Association. This topic will form a large part of the discussions at the January Committee Meeting.

An additional topic for 2007 is benchmarking - back by popular demand! Several members have requested that the Association provide this service and the Committee will be discussing how best to proceed, please feel free to share any ideas or thoughts that you might have on this topic.

The next Committee Meeting will take place in Brighton, UK on 29-30 January 2007. If you would like to add any items to the agenda, please email any of the Committee (contact details on the back cover of this newsletter) or Lucie Hime at [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org) by 25 January latest.

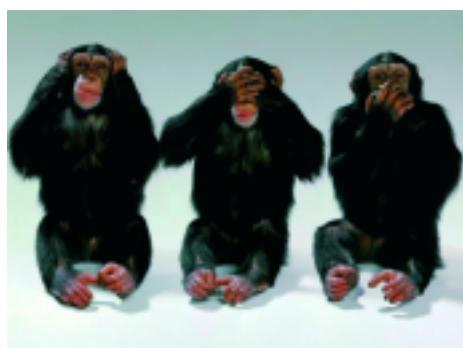
## PHOENIX Marketing

Now that PHOENIX has been successfully servicing the international and national classified ad markets for the past 12 months, the time has come to review how you sell international ads.

At the latest count, PHOENIX ad turnover has reached just over EUR 1 million and continues to rise as advertisers become accustomed to using this easy and convenient service.

For a number of forward-thinking publishers, international ad revenue continues to contribute a great deal towards year-on-year profit because of the marketing effort they put in. In other words, do nothing - receive nothing.

How easy is it then? To give you an idea of what you can do now without spending one cent read on!



### Classifications evaluation

When was the last time you looked at what classifications you were selling into? Are there any new classifications that your sales department could target? What about your existing local advertisers? Do any of them conduct business internationally / nationally?

## Did you know?

- That the new ICMA website will contain a much improved PHOENIX section? As you may already know, Koopjeskrant Belgium, a long-standing ICMA member has developed a much-improved website content management system for ICMA - part of which I will be using to provide a one-stop shop for all that is PHOENIX.

- Some notable improvements include a clearer FAQ system, RSS feeds to update users on any important system changes as well as being able to update the content much faster.

- We hope to have the website ready for launch early next year and would like to thank Koopjeskrant for all their help in sourcing this great new system for ICMA and its members.



### Directories approach

When was the last time you looked at a directory? Have you ever been looking for something and come across an inline prompt suggesting that you might also want to look somewhere else? For only the space required for 2 lineage ads, you can promote your international ad service within existing ad columns in your paper.

### Call centres

Companies have spent literally thousands upon thousands of euros implementing automated call management systems to guide their advertisers to the right department only to find, that the advertiser is an international advertiser and their advertiser has to be re-directed once again! Not very productive I'm sure you will agree - especially when a simple addition to the welcome message could both promote the international ad service and direct customers to the right sales professional who has the possibility of further developing that advertiser relationship.



As well as re-evaluating your automated response systems - think about the human factor. How many of your call centre staff take the opportunity to cross-sell into the classifications offered with PHOENIX? Everyone knows how successful McDonalds are - why? They suggestive sell! Not many people know that the cash registers in every store indicate the products they need to push when a particular order is created. Your

## PHOENIX in Munich

We have not long returned back from the 2nd ICMA General Meeting of this year in Munich where during the quiet moments (not many!) I managed to find a corner and get together with PHOENIX users for an intimate, but highly productive workshop. During the sessions, attendees discussed ways to expand the classifications that they sell into and also how to better promote their PHOENIX Self-service through their papers and existing websites. There was also time to preview the new Self-service designs, which we plan to implement early next year.

As well as updating everyone on what has been happening during the past twelve months, users were given the opportunity to discuss how the system and the ad-exchange processes might be improved. A lively debate ensured that a number of important system changes proposals were generated during the session and have found a place on the next system revisions list.

My thanks to Quoka, Pronto-Moscow & Ocasião for their valuable input and constructive feedback during the session.

If you would like to see the short presentation from the Munich PHOENIX session please log on to the ICMA website, click the document library link and enter 'Craig Wilkinson' in the speaker name search box.

IT department can easily create a simple pop up window to prompt call centre staff to cross-sell ads into PHOENIX when a particular local classification is requested.

### Promotional offers

This is an area where you already know what really works - why not apply some of your existing ideas to the promotion of international advertisers?



One of the most obvious promotional offers you could try could relate to international dating and partner searches. Cross-European and international partner searching is on the increase and international ads are a great way of expanding your local market and providing your existing (and single!) advertisers with more chances to meet that perfect match!

Have your sales team ever had to knock down the price of that advertising package in order to sell it before the month end? Why lose that amount of money when your sales team could offer a free international ad as an alternative deal incentive? The cost of giving away a single international ad is less than EUR 1 - much less than a last-minute price slash by your sales team.

With the release of the PHOENIX self-service, now is the perfect time to take a long critical look at how you promote this service to your new and existing advertisers and the ways to implement simple, cost-effective and proven marketing

With profit margins of up to 96% being earned, you simply cannot afford to ignore the potential revenue generated from international ads!

## Munich 2006 General Meeting report

Even though the winter temperatures had just started to make themselves felt, the sun shone at the start of the week as delegates began to arrive and settle in at the beautiful Dorint Sofitel hotel in Munich. The hotel was much admired, and many pronounced it one of the finest that ICMA had ever used for a GM - appropriate for our 20<sup>th</sup> anniversary.

### Wednesday 8 November

After welcoming delegates to the Meet and Greet lunch, they were ushered onto the bus for the Bavarian Olympics. This was the second Olympics that ICMA had held - the first was in Barcelona on the beach - and whilst this one resulted in far fewer injuries, it was just as hilarious as delegates were split into teams, dressed in Bavarian clothing, made to milk a wooden cow, and toss pretzels into a basket!

After a quick wash and brush-up, everyone re-convened in the foyer for the Welcome Reception to drink plenty of excellent German sekt. Matthias Popp, MD of our gracious hosts, Quoka Verlag GmbH, welcomed everyone to Munich, and Jill Armer, ICMA Chairperson, greeted all delegates, especially the non-members and first-timers.

### Thursday 9 November

Yet, remarkably promptly the next morning, everyone found their way to the plenary sessions for Jill's opening address and a presentation to Elena Dudenkova of EUR 500 for her winning design of ICMA's new logo - many congratulations Elena!

And it was over to one of ICMA's most regular and respected speakers, Peter Rees, formerly of Trader Classified Media and now operating as an independent consultant to the classified industry to give the Keynote Address. Titled 'Hanging Out My Helicopter', Peter interwove his analysis of the challenges facing today's classified media professionals with a series of questions posed to delegates which enabled them to evaluate where they are in their journey.

Peter was followed by Heiner Kroke, Country Manager of Kijiji in Germany. Heiner's brief was to discuss how classified sites could

leverage the growing community trend and emphasise their localness. After a brief coffee-break, Felix, Mark and Laszlo treated us to a packed session on mobile classifieds. Felix Erken, MD of JunkMail Publishing Group Pty in South Africa, opened the panel with an overview of the rapid development of the mobile industry and his personal experiences in South Africa. Mark Challinor, a fellow Liverpool fan, President of the European chapter of INMA and MD of Buzz Mobile Marketing, took up the baton with an extensive presentation on the many applications of the mobile technology and business models that could be applied to classifieds. Another ICMA member, Laszlo Gyenge, Sales Manager at Inform Media Group in Hungary and Romania, shared his company's experiences. Mobile has a high degree of penetration in his markets and is widely accepted as a payment method, especially as credit cards are mistrusted.

Returning after lunch for the session on key verticals, Head Office was very relieved that a replacement speaker from Monster, Kai Deininger, Head of European Marketing, had arrived (the scheduled speaker, Steve Pogorzelski, had to pull out at the last minute due to illness). Kai took delegates through an overview of the recruitment market, and argued that despite the trend towards online advertising of vacancies, Monster



believed that print would remain a significant player in this sector. Moving onto one of the most valuable verticals for ICMA members, Tim Hilpert, Department Head of New Business for eBay Motors and Mobile.de, ran delegates through an overview of eBay's development in this sector. Closing this session, we were delighted to welcome Jeroen Wilhelm, Marketing Manager of Funda.nl, the leading Dutch property site. Funda.nl has grown to dominate its sector and is extending its brand into many other areas. Check out its adoption of databased technologies such as 360 degree photographs of neighbourhoods taken every 10 metres.

The final session on Thursday was another panel session, this time focusing on the free-distribution model. The panel was chaired by Rob Paterson, MD of Friday-Ad in the UK. He described a flourishing business but did not neglect to mention the challenges that free-distribution publishers faced such as lack of credibility with advertising agencies, the management and cost of distribution, retailers increasingly asking for payment, the time taken to build pick-up and the fact that the police regularly stop Friday-Ad vans so they can get their copies first! Rob was followed by Niko Ruokosuo, a former General Manager of Recycler in Los Angeles and now President of the free papers division of Sanoma in Finland. He provided a compelling analysis of the advantages of the various types of free-distribution methods such as rack, home, hand or commuter delivered. Karen Wall, Marketing Director of Metro UK, part of Associated Newspapers, rounded up the panel with an overview of the Metro success story and the factors that underpinned it.

After a long day's work, Head Office rounded up all the delegates and marched them, crocodile-style, to one of Munich's most traditional bierkellers, the Augustiner Keller. The evening took place in the underground cellars with food and beer in constant supply, there was plenty of mingling and networking and we reckon the Portuguese (plus a couple of Dutch, Brits, Spaniards and South Africans) were definitely the noisiest and most international table - you know who you are!

### Conference



**Friday 10 November**

We were very impressed at the turnout on Friday morning for the opening supplier-case-studies. June Griffin, Sales Development and Training Director of Canadian auction specialists CityXpress kicked off with a case-study of how the continuous auction model - Bid4it! - had delivered for Northcliffe Newspapers in the UK. She was followed by Kate Bowler, Director of Business Development at Platefood, who presented an example of how search-engine optimization solutions helped power [www.suche.de](http://www.suche.de). Closing off the case-studies came Matthieu Laverne, Director of Calligram, who talked delegates through the results of implementing Calligram pagination at France Antilles Comareg.

The final presentation before the coffee-break was from Miklos Gaspar, VP Europe at Pressflex in Hungary. Miklos has worked extensively on research with the World Association of



Newspapers, studying the business models that are developing as classifieds move from print to online, and he highlighted the very real issues that publishers must address.

The final session before lunch was designed to look at how different neighbouring sectors such as directories, newspapers and local search were affecting classifieds. First up was two for the price of one with Esther Fraile, Directories Product Manager, and Guzman Garmendia, Internet Research, Alliances and Development Manager, both of TPI in Spain, who described the internal thinking of directory company and how it felt it could apply its skill-set to

classifieds. Esther and Guzman were followed by Klaus Abele, MD of Markt.de in Germany. According to Klaus, Markt.de currently carries over one and half million ads, more than 3 times its nearest competitor. The speaker with the unenviable task of wrapping up the morning session was Neal Polacheck, VP Business Development of the Kelsey Group in the US. Neal took us through a closely-argued concept on concentric circles starting at directories, then classifieds, moving through local search to the holy grail of marketplaces.

After lunch, delegates had the opportunity to attend four of the six rotating workshops throughout the afternoon. All resulted in plenty of discussion and debate, our thanks to all the facilitators, Peter Rees, Nick Sertis, Mike Katajamäki, Julian Carter (on his first GM too!), Dan Rindos and Peter Lamb.

Friday evening was left free for delegates to make their own arrangements and as we didn't see anyone looking left out and lonely in the hotel, it seemed that you all went out to sample the delights of Munich without any help from us ;-)

**Saturday 11 November**

Saturday morning saw the start of four single-discipline workshops - the Publishers' Meeting, the Sales Managers' Workshop, the IT Managers' Workshop and the PHOENIX Workshop - once again we were most impressed at the prompt turnout! You will find the Publishers' Meeting minutes online at [www.icmaonline.org](http://www.icmaonline.org). It's safe to say that Sally ran one of the best Publishers' Meetings in recent years - congratulations and thanks once again.

Jaco van As of CapeAds (JunkMail Publishing Group Pty) had to contend with one of the largest ever turnouts for the Sales Managers' Workshop, but the feedback that came through was that ideas were flowing just as thick and fast as ever.

The IT managers were uncharacteristically quiet, but Craig's PHOENIX Workshop actually overran, there were so many good ideas coming from the group.

The Business Meeting was a short and sweet affair. Lucie presented ICMA Projects, a round-up of everything that Head Office had been doing for members over the past 6 months, and then presented the proposed 2007 budget which was approved by members unanimously.

A quick shower, fixing of make-up and donning of party-dresses and stilettos, and all the delegates arrived downstairs in good time to

**Gala Party**

catch the coaches to the Gala Party which took place at the Bavaria Filmstudios. It was a spectacular event, marked by the most delicious food, the biggest cake that anyone has ever seen, some very glitzy awards, and the most frenetic dancing ever seen at an ICMA GM.

**Sunday 12 November**

Blearily, 30 of us dragged ourselves onto the coach for the Sunday cultural excursion to the castle of Neuschwanstein and a visit to the Wieskirche. Our tour guide was ruthlessly organized but at that stage we weren't putting up much resistance to be honest. Appalling weather but some really lovely sights...

We hope you all enjoyed it as much as we did! Thanks again to all the speakers, facilitators, panelists, chairpeople, Matthias and his fabulous team at our hosts Quoka Verlag GmbH (and Josef for helping foot the bill!), the Committee for all their hard work and support, our suppliers and exhibitors and Head Office for making it happen. But most of all, thank you to you, all the delegates, without whom ICMA GM's really wouldn't be the same...

See you in Lisbon!

## Loot chooses AdMission

AdMission Corporation, a provider of online classified advertising solutions, announced that Loot, the UK's original free ads paper, has gone live with AdMission's patented rich-media platform integrated into their existing online ad placement workflow. Interactive photo ads created via AdMission's self-serve tools will be featured in print editions of Loot and on their website, [www.loot.com](http://www.loot.com).

The online site, [www.loot.com](http://www.loot.com), carries over 60,000 ads in 600 classifications on any given day, and is a key internet shopping resource for everything from houses and flats to rent or share, new and used cars to general merchandise such as household goods and electronics.



As Sally Winfield, MD of Loot, outlined at the Munich Publishers' Meeting, Loot.com has recently made a number of developments and enhancements within their online ad placement process, and hope that the inclusion of the AdMission technology will further improve the ad-placing process.

"Loot sellers vary from individuals clearing out their garages and lofts to companies advertising a huge range of products and services," said Sally. "By adding AdMission's easy-to-use technology, we have been able to enhance our ad placement service that is used by thousands of customers every week. The AdMission platform allows us to now easily accept photos online and to appear in print, as well as greatly improve our visual search and browsing experience for shoppers."



## Daily Mail sees ad sales recovery

Daily Mail & General Trust, parent company of ICMA members Loot, Ad-Mag and Bargain Pages - has reported a 9% rise in annual profits and signs of recovery in the advertising market, a pre-tax profit of GBP 260 (EUR 385) million. But Northcliffe, its regional papers unit, saw profit fall 6% as the internet took more of its classified advertising. The group said national ad revenues were down 6% for the year, but rose 1% in September, pointing to a recovery. Falling advertising revenues for most of its national titles were offset by 8% growth at the Metro free paper - over a million copies of which are now distributed each day.

"The new financial year has started well with signs of a gentle recovery in some sectors of the national advertising market with our national titles producing strong circulation results in an ever competitive market," the company said in a statement.

In the face of declining circulation and advertising sales Daily Mail & General Trust (DMGT) slashed costs at the London Evening Standard last year and launched a new free evening paper, London Lite. But it faces stiff competition in the market in the form of Rupert Murdoch's News International, which launched a rival title, *thelondonpaper*.

**Source: BBC**



## Bargain News launches Direct Connect

ICMA member Bargain News LLC of Trumbull, Connecticut has just launched an innovative trackable response mechanism for car dealers. The new Bargain News Direct Connect programme gives users instant access by phone, email, IM, or SMS directly to an online dealer right then while they are browsing the listing. If the dealer is online, 'Click To Call Dealer' and 'Dealer IM Chat' buttons are displayed, and the user can contact the dealer there and then. The programme can detect if there is no mouse or keyboard activity, for example if the dealer is not at his desk, and the buttons will not be displayed. If the user has web-cam functionality, video-conferencing can take place with the potential buyer and seller being able to interact directly. Transcripts and /or recordings of calls/IM sessions are supplied to the user and the dealer in order to minimize the scope for later misunderstandings.

The technology was developed by Contact At Once, based in Atlanta, Georgia, and includes a software client that participating dealers can install locally to track the activity associated with each listing. They can run reports to assess the response generated and analyse the performance of the listings to improve their advertising strategy.

Bargain News is charging US\$ 75 (EUR 57) per month for current clients to add this to their existing package and has found it a particularly useful tool in retaining dealers who might be considering not renewing their contract due to their inability to track response. The functionality is also included with the listings which are uploaded to the aggregator services Oodle and GoogleBase.

Bargain News has one dealer online already - High Line Car Connection in Waterbury, and at least three more in the pipeline. If you want to check it out for yourself, Dan Rindos has a demo version at [www.bndemo.com](http://www.bndemo.com) and if he's at his desk (business hours Eastern Standard Time), you can talk to him about it yourself.

## Telegraaf enters the dating world

The Telegraaf Media Group has agreed to acquire the dating sites 'Relatieplanet.nl' and 'Iwannadate.nl'. From the first of January 2007, 70% of the dating sites will be part of the recently founded subsidiary Telegraaf Classified Media. Quintin Schevernels of Telegraaf Classified Media isn't revealing how much De Telegraaf is paying for the acquisition.

The acquisition fits within the ambition of the company to be leading in bringing together supply and demand, either on- or offline. "Integration of newspaper, internet and mobile services to a higher level is priority", according to Frank Volmer of De Telegraaf.

According to Relatieplanet and Iwannadate, they have a total of 600,000 active visitors. De Telegraaf isn't the first newspaper site that enters the dating world, other major Dutch newspapers like 'De Volkskrant' and 'Het Parool' started earlier with dating sites.

**Source: Webwereld**

## Automotive advertising online: sites, types and viewers

A drill-down into online automotive advertising in the US to reveal popular sites, reader demographics and delivery types.

Top 10 Online Automotive Destinations Week ending October 15, 2006 US, home and work		
Brand or channel	Unique audience	Active reach
eBay Motors	5,261,000	3.94%
AOL Auto	1,918,000	1.44%
Kelley Blue Book	1,426,000	1.07%
Edmunds.com	1,347,000	1.01%
Ford	1,172,000	0.88%
MSN Autos	1,148,000	0.86%
AAA	1,092,000	0.82%
Yahoo! Autos	1,078,000	0.81%
Honda	1,073,000	0.80%
AutoTrader.com	0,996,000	0.75%

Source: Nielsen//NetRatings NetView

Demographic Data for Automotive Category Month of September 2006 US, home and work			
	Target	Unique audience (000)	Audience composition (%)
<b>Total</b>		<b>51,080</b>	<b>100</b>
Male		29,990	58.71
Female		21,090	41.29
Age	2 - 11 12 - 17 18 - 24 25 - 34 35 - 49 45+ 55+ 65+	1,004 2,880 2,235 7,755 19,040 25,091 11,817 3,851	1.97 5.64 4.37 15.18 37.27 49.12 23.13 7.54
Household income US\$ (000)	0-25 25-50 50-75 75-100 100-150 150+ No response	2,625 10,647 13,405 10,295 8,485 4,838 784	5.14 20.84 26.24 20.15 16.61 9.47 1.54

Source: Nielsen//NetRatings NetView

Ad Delivery Types Week ending October 15, 2006 US, home and work		
Ad delivery	Impressions (000)	Share of all impressions
In-page	1,957,038	97.4%
Expanding	46,638	2.3%
Over-page	3,525	0.2%
Transitional	1,238	0.1%
Pop-up	250	0.0%
Pop-under	199	0.0%
<b>Total</b>	<b>2,008,888</b>	<b>100.0%</b>

Source: Nielsen//NetRatings AdRelevance

## Yahoo! and the newspaper industry

Yahoo! and a consortium of 176 US newspapers have entered into a far-reaching alliance encompassing classified advertising, content, and search that signals a new level of cooperation between newspapers and their internet rivals.

The first phase of the deal will allow the newspapers' help wanted advertisers to post classifieds on Yahoo! HotJobs, while the newspapers' online career sections will be powered by HotJobs, co-branded between Yahoo! and the local newspaper. Over the long term, the partnership is expected to extend to other types of advertising and content-sharing such as incorporating Yahoo! search and mapping into newspapers' sites and distributing newspaper content through Yahoo! search, news, and other sections of the portal.

"I think that now is a magic moment for everybody - that Yahoo! needs and wants this distribution, and newspapers recognize that they need a powerful partner to help them have a competitive online offering," said Greg Sterling, principal at Sterling Market Intelligence.

For Yahoo!, the deal provides a much-needed boost amid slowing ad revenue sales and widespread

criticism that the company has missed out on key strategic opportunities to competitors such as Google and Fox Interactive Media. In a recent memo, Senior Vice President Brad Garlinghouse called for a complete overhaul of the company, arguing that Yahoo! should exit "non core businesses", revamp its management structure, and shed as much as 20% of the workforce. Yahoo!'s move follows Google which recently unveiled plans to sell print ads in 50 major US newspapers. For newspapers, the Yahoo! alliance provides the framework for a comprehensive strategy for tackling the web after years of losing ad market share to the internet portals and free listings sites such as Craigslist. The companies involved in the deal include MediaNews Group, Belo Corp., Cox Newspapers, Hearst Newspapers, Journal Register Company, Lee Enterprises, and the E.W. Scripps Company, with others expected to join soon. Newspaper executives plan to begin selling jobs ads onto HotJobs immediately and to adopt HotJobs for their career sites during the first quarter of 2007 before going on to roll out other aspects of their agreement with Yahoo!, such as search advertising and content distribution.

Source: Online Media Daily

## Berlingske Digital launches FindAlt.dk

Berlingske Digital, a division of Det Berlingske Officin, Denmark's largest media corporation and part of the Mecom Group, has launched FindAlt.dk, a new classifieds portal which offers free advertising for trade advertisers. Headed up by Carsten Rysgaard, formerly of ICMA member Den Blå Avis, and Eniro Denmark, FindAlt.dk operates a new business model which offers free advertising for private persons as well as for businesses to market and advertise their products on the site. Businesses who sell online can upload their entire product catalogue via an XML feed and advertise it on FindAlt.dk for free. When a user clicks on a product, the user is sent directly to the product entry in the web shop (free of charge) - as close to the purchase transaction as possible.



"We are proud to launch Denmark's first completely free classified online service, where private as well as professional advertisers can advertise their products free of charge," says Carsten Rysgaard, Market Director. He continues: "We have a solid 900,000 products from more than 1,500 stores online from launch (Monday 20 November) and this number is expected to double within days as advertisers discover the new unique opportunity".

"It is an aggressive move in the online classifieds industry where the traditional revenue model is charging professional advertisers for showing their products and ads. With FindAlt.dk this is history. Our revenue will be generated from feature ads, which the advertiser may purchase via a self service system launched shortly," explains Carsten Rysgaard. The site will challenge price comparison sites (e.g. Kelkoo) as well as the major classifieds sites. Denmark is one of the most wired countries in the world with 90% of the population using the Internet (Statistics Denmark), 62% of all connections are broadband (Jupiter Research) and 66% of all Danes on the internet within the last month have shopped via the net (Statistics Denmark).



## The Metro Column

### Strategic sales alliance in Gothenburg with Stampen

Metro and Stampen AB, one of the leading media groups in Sweden and publisher of Gothenburg's largest newspaper Göteborgs-Posten, announced that they have entered into a strategic sales alliance covering the wider Gothenburg market.



A new sales package, Hela Stan, was launched in October, jointly offered by Göteborgs-Posten and Metro Gothenburg to the two newspapers' existing key clients and selected prospective clients.

Stampen's CEO Tomas Brunegård commented "This is an important strategic step for us and opens up a unique opportunity to increase our mutual strength on the local market in Gothenburg."

In addition, as part of this strategic alliance, Metro International has granted an option to Stampen to acquire a 10% stake in Metro Gothenburg, subject to Hela Stan delivering certain pre-agreed targets. This option will be exercisable towards the end of 2008 and its agreed price values Metro Gothenburg at SEK 475 (EUR 52.4) million. Metro Gothenburg's net sales amounted to SEK 120 (EUR 13.2) million in 2005.

Pelle Törnberg, CEO of Metro International said "Göteborgs-Posten is an ideal partner for Metro Gothenburg and Hela Stan will have significant appeal to existing and prospective clients. The strategic sales

alliance will further cement the excellent relationship with Stampen we have enjoyed in the past and will allow Metro Gothenburg and Metro Sweden to strengthen their leadership in the local and national free daily market."

### Closes afternoon edition in Copenhagen

MetroXpress, the most-read newspaper in Denmark, has closed its free afternoon edition in Copenhagen which was launched in mid-2006. The closure will not have a significant impact on Metro's financial results for the fourth quarter.

Pelle Törnberg said: "Despite a positive development in its readership results, the Copenhagen afternoon edition has not met our demanding financial targets during the trial period and we have thus taken the disciplined decision to close it down. MetroXpress is however performing very well and we will continue to further strengthen its leadership of the Danish free newspaper market."

### Q3 results

Metro reported an 18% increase in net sales to US\$ 87.1 (EUR 66) million in Q3 '06 (2005: US\$ 74.0 (EUR 56) million); at constant exchange rates, net sales improved by 11%, group operating loss of US\$ 8.9 (EUR 6.74) million (2005: loss of US\$ 10.2 (EUR 7.73) million) prior to US\$ 12.3 (EUR 9.32) million book profit arising from the sale of operations in Finland, contribution from subsidiary and associate newspaper operations: loss of US\$ 2.3 (EUR 1.74) million (2005: loss of US\$ 3.7 (EUR 2.8) million) and a net profit of US\$ 2.6 (EUR 1.96) million, (2005: loss of US\$ 12.2 (EUR 9.24) million).

Pelle Törnberg commented: "During the third quarter, which is the seasonally weakest period for the group, we have continued our progress in developing the capabilities and performance of the company... Our third quarter EBIT, excluding non-recurring items, was a loss of US\$ 8.9 (EUR 6.74) million, which is 13% better than the previous year. In the nine months to September we have delivered an operating profit result improvement of US\$ 17.6 (EUR 13.33) million compared to the equivalent period in 2005. With the Finland transaction we are on track at the end of Q3 to deliver a net profit this year."



## Recruiting new partners

Monster is adding The Orange County Register and 43 more Freedom Communications properties to its growing network of partner sites. Monster also announced that it would add the North Jersey Media Group, owner of The Record, Herald News and 44 weekly newspapers.

The announcement gives Monster a total of 43 daily newspapers, and represents the first partners which publish on a weekly basis.



The Register, The Gazette in Colorado Springs, Colorado, and the East Valley Tribune in Mesa, Arizona, will be the first of the Freedom properties to move onto the Monster platform. The transition is expected to be completed by the end of the year. The Gazette is a CareerBuilder partner, while The Register and the East Valley Tribune are powered by Adicio. At least some of the other Freedom paper job sites are on a home-grown platform.

The remaining Freedom newspapers are targeted to launch the new co-branded employment platform from Monster by the end of March 2007 and the North Jersey Media Group in January 2007. The co-branding will extend to the print jobs sections and include recruitment sales channel integration in which both Monster and the local properties sell recruitment products.

These deals follow the launch of the former Knight Ridder Philadelphia newspapers in August and recent alliances with two other KR papers - the Akron Beacon Journal and the Wilkes-Barre Times Leader.

Monster also said it has formed a tighter relationship with the Honolulu Star-Bulletin, which will move entirely onto the Monster platform with a co-branded site and sell Monster products.

Monster's rival, CareerBuilder, has done a deal with Microsoft's Live Expo which is in the process of adding about 400,000 CareerBuilder listings into its jobs vertical. "This is one of those categories where individuals aren't really posting," explained Expo product manager

Garry Wiseman, "so we are really beefing up the category." CareerBuilder already powers MSN Careers.

Job-seekers using Live Expo will now be able to access a much larger database of job listings and use Expo's tools to search for jobs geographically, if they choose (for example, to search only for jobs within 25 or 50 miles of home), and use Expo's mapping facility to determine where the positions are located relative to their homes.

"The way this affects MSN Careers is that we act as another index for their site," said Wiseman, "so they will receive additional traffic from consumers who searched for jobs through the Expo interface."

*Source: Classified Intelligence*

## Change at Yahoo!

Just missing the deadline for the last newsletter, Yahoo! announced their new Senior Vice-President of Marketplaces, a new classifieds and listings division. Hilary Schneider is charged with developing the division's strategy, including introducing innovative ways to profit from Yahoo!'s various listings offerings. The Marketplaces unit will encompass the broad array of Yahoo!'s listings properties, including Autos, Classifieds, HotJobs, Personals, Real Estate, Shopping and Auctions, Travel, and Yellow Pages.

Schneider most recently hails from now-defunct newspaper publisher Knight Ridder, where she co-managed operations and led its digital division as SVP. In the past, she held CEO positions at Red Herring Communications and Times Mirror Interactive, and served in multiple roles at The Baltimore Sun Company as well as working alongside ICMA's very own Jack Humphreville at Drexel.



Although the new division will surely affect internal operations at Yahoo!, no changes to the newly-tethered classifieds and listings operations will be reflected on Yahoo!'s website, according to a Yahoo! spokeswoman. "This won't change the consumer relationship," she said, adding that the Marketplaces unit will join the existing pieces of Yahoo!'s listings business "effective immediately."

For now, Schneider will focus strictly on Yahoo!'s listings business in the US, according to the spokeswoman, who would not comment on future plans regarding the potential for an extension of the unit beyond the states. "This is a big horse entering the race," commented

Colby Atwood, of media research firm Borrell Associates, in regard to Yahoo!'s Marketplaces plans. "It's an ambitious agenda, but it makes sense," he continued. "Local online advertising is the final frontier for everybody."

More recently, Yahoo! has further revamped its executive structure, dividing itself into three 'operating groups' focused on three business segments: audiences, advertisers and publishers.

"The internet is continuing to grow and evolve at a rapid pace, and we're reshaping Yahoo! to be a leader in this transformation, just as we did successfully five years ago," said CEO Terry Semel in a statement.

Susan Decker, Yahoo!'s former CFO, will be heading up the Advertiser & Publisher Group, which will comprise the Marketplaces division. CTO Farzad Nazem will lead the Technology Group, and Yahoo! is currently looking for individuals to lead the Audience Group and fill in Decker's now empty CFO position. All three groups will report directly to Semel.



## The San Diego Union-Tribune and Oodle

The San Diego Union-Tribune and Oodle the search engine for local classifieds, announced that SignOnSanDiego.com will expand its classifieds offering with new sections for tickets, pets, merchandise and services. SignOnSanDiego has more than 35 million page views and 2.5 million users in a typical month and will now offer the most comprehensive collection of classifieds in the San Diego region.

"As San Diego's premier online source for local news, entertainment information and classifieds, it is important for SignOnSanDiego.com to provide our users the most comprehensive classified listings possible," said Chris Jennewein, Vice-President of Internet Operations. "Oodle's industry-leading classifieds search will be a major benefit to our users."

Oodle is working with a number of newspaper and media partners to integrate its search capabilities into their local classifieds marketplaces. Oodle has announced partnerships with such media companies as the Washington Post, the Sun (the largest daily paper in the United Kingdom), and Backpage (a division of Village Voice Media).

"We're proud to work with The San Diego Union-Tribune, an acknowledged leader in the newspaper industry and local classifieds," said Craig Donato, CEO of Oodle. "By integrating Oodle's search experience into SignOnSanDiego, they are aggressively tapping into the rapidly evolving opportunity with online classifieds."

**Source: Finanznachrichten.de**

## More investments in China...

Alibaba.com, one of the leading e-commerce websites in China, has announced a major investment in online classifieds site Koubei.com. Just over two years old, Koubei, whose name means "word of mouth", provides localized classified listings and discussion forums that let people share information about apartments, restaurants, entertainment, jobs, and other location-based points of interest. Each city has its own custom-tailored Koubei.com site.



providers. With our investment in Koubei, we're partnering with the team that pioneered the online classified marketplace in China and opening up another channel to grow our existing e-commerce community of more than 40 million consumers and businesses in China."

Jian is part of Alibaba's new investment and acquisition group, which was formed to help develop emerging online businesses that can interact with Alibaba's core e-commerce business. The exact financial terms of the investment deal were not disclosed. Australia's and New Zealand's largest online recruitment site Seek is funding a US\$ 20 (EUR 15.15) million investment in Zhaopin Ltd., one of China's leading HR service providers. Zhaopin operates in 30 Chinese cities, offering recruitment services in both print and online, plus headhunting, campus recruiting, training and skills assessments. Zhaopin said that Seek's investment is the final round of cash infusion prior to a planned IPO.

"As a long-term investor in Zhaopin, we will support Zhaopin in its development into a leading player in China's recruitment market," said Andrew Gassat, Seek's joint CEO.

"Community-based classified listings are an essential part of e-commerce," said Tian Jian, Alibaba's investment VP in a statement. "Besides buying and selling products online, people want a marketplace to trade services and share information about service

Hao Liu, Zhaopin's CEO said, "Significant growth and structural change are the two main themes of the current recruitment market in China. We are confident that Zhaopin will continue its focus on providing quality and effective services and build the leading brand in the HR sector in China."

**Source: Adotas and Classified Intelligence**

## Paid vs non-paid in the public space

A recent report "The Value of Magazine Readership" study, from the Magazine Publishers of America, supports the arguments long-made by publishers of free-sheets that just because their publications are free does not mean the advertising is less valued or effective.

Key findings include:

- price paid and circulation source do not predict reader engagement or demographics
- differences in the ways subscribers, newsstand buyers and public place readers respond to publications and to the advertising in them are often insignificant
- public place copies generate significant advertising exposure opportunities, often to readers with desirable demographic characteristics



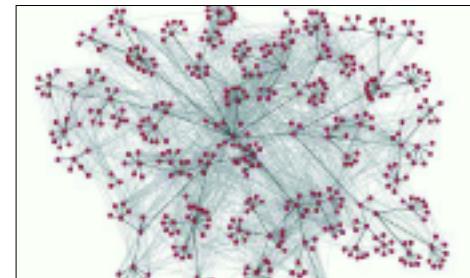
Mediaedge:cia and Time Inc. also conducted a study of six magazines in January 2006 to gain insight into the role and value of magazines in public places and to examine how the source of a copy impacts how people read magazines. The study yielded numerous insights into public place readership, including:

- reading magazines is the most commonly cited activity in each and every type of public place analyzed (doctor's office, barber shop,

business reception, etc.) except for libraries, where it is second to reading books

- readers revealed a strong emotional connection with public place copies. For example, almost all or 95% of public place readers report that they would be "upset, underserved or bored" if no magazines were available in public places
- though readers spend less time with public place copies than paid copies, the time spent with public place is more focused. 71% of non-paid readers read public copies with time devoted to just reading, which exceeds 66% of readers of paid copies
- while 54% of readers are doing other things while reading paid copies, only one-third, or 34%, are multitasking while reading non-paid copies

Tom Robinson, Managing Director, Affinity Research LLC reported "Reader action levels were similar for both paid and non-paid readers."



## 'Social network' for newspapers

US-based CityTools launched a software platform in December which will enable newspaper publishers to create content networks with one another and draw on articles written by members of the public. Developers claim that several US newspapers are interested in the service, which they hope will eventually become a non-proprietary standard for exchanging content.

"One of the big things that many people think will change the trajectory of the industry is providing the ability for newspapers to share content, both classified and news content, in quick ad-hoc networks that are narrowly sliced," said Bob Cauthorn, President of CityTools (and previous speaker at the Publishers' Meeting in Barcelona).

CityTools, which will initially launch to provide access to news pieces with a classified service launching soon after, is claimed by its developer to be a potential rival to the dominance of search engines.

"Google provides you mass aggregation but it is also like a shotgun approach. It hits you with all sorts of stuff that does not matter to you."



"If you spin the CityTools model forward, you can go to your local newspaper website and suddenly, because they have built smart networks and smart relationships with other publishers, you get reliable content. The same kind of mass but it's all relevant to the local readership."

Publishers would pay a US\$ 650 (EUR 495) flat monthly rate for the service which also allows them access to articles submitted to a public-facing CityTools website where people can share original news pieces under a creative commons license. The public can also establish networks on the platform.

"Imagine this as a combination of a file-sharing network and a social network for newspapers where they can discover one another, form alliances and aggregate markets all for the benefit of the reader, the advertiser and the publisher - everybody wins," said Bob Cauthorn.



## Cellit.us - classifieds go video

After six months of development and testing, Cellit has launched just at the start of the US holiday shopping season. The site presents user generated video including pet videos, car videos, jewellery and watches, real estate, and 22 other categories. Each media posting has its own web page, complete with title, description, thumbnail video outtakes, tags, and streaming Flash media player. Visitors are encouraged to rate, tag, comment, and even link to the video classified item. Visitors can tell-a-friend, send the seller a message, and create alerts for item changes.

Camcorder, web cam, digital cam, and cell phone video can be uploaded and online in minutes and Cellit also accepts video postings as email attachments from users' cell phones. And as part of the service Cellit includes a free merchant video listing that helps visitors and future buyers to better understand the seller.

Steve Poley, Co-Founder of Cellit says this about the service, "Video is a powerful tool merchants and individuals can use to sell. Video works to help reduce buyer uncertainty. What's it really look like? Why are they selling? What's different about this seller? Text descriptions are nice, digital pictures are important. If one picture is worth a thousand words then a video is worth a thousand pictures. That's a thousand times more information to successfully and happily complete the transaction."

"Postings with items priced less than US\$ 250 (EUR 190) are free. The highest posting fee is US\$ 12.95 (EUR 9.84) including all tools, streaming video support, and national availability. The site offers optional operator assistance for US\$ 2 (EUR 1.52) more per listing. The entire process is quite simple for media files already on your PC. Otherwise, you can use your cell phone camera and send the video or digital picture from your phone."

Cellit listings also receive strong search engine display support from Google Base and other classified ad aggregation sites like [www.edgeio.com](http://www.edgeio.com).

## Websites for sellers?

Websites that list classified ads have proliferated, but so far they have mostly made life easier for buyers rather than sellers. First there is the technology hurdle: many people who want to post a classified ad may feel daunted by the mechanics. Then there is the question of where to post: is it worth it to place a listing on more than one site, or is it enough to simply cast one's lot with Craigslist, GoogleBase, eBay or Live Expo?

A new breed of websites aims to simplify the process. The sites offer templates and step-by-step instructions for creating classified ads and then post the ads, sometimes free, on all the major listings services.

Two sites that offer this service already are vFlyer and Postlets; a third, Mpire, which plans to charge a small fee for the service, will join the fray soon. The sites rely primarily on outside advertising for their revenue.

While the proposition they are offering will probably resonate with sellers, e-commerce analysts say, it remains to be seen whether the money to be made in this market will be worth the effort.

"It's relatively easy for someone to cut, copy and paste, and slap a posting for a used couch out there," said Scot Wingo, Chief Executive of ChannelAdvisor, which helps large retailers and manufacturers sell on multiple websites. "This won't make a ton of revenue."

On the other hand, the sites could prosper by sparing users the task of evaluating local online marketplaces, which tend to be fragmented, said Greg Sterling, principal of Sterling Market Intelligence, a San Francisco Bay-area consulting firm. "This will be a good proposition for sellers," he said. "With the exception of posting an ad on Craigslist, it's hard for sellers to reach volumes of people."

On vFlyer, which is based in San Francisco and has just moved out of beta, sellers can quickly design an ad using templates available in roughly 30 classified ad categories. The templates include checklists of attributes specific to, say, dogs for sale or vacation rentals. (vFlyer does not offer personal ads.)



The templates also include graphics that can be customized. vFlyer checks the spelling of the seller's written descriptions, and when an ad is finished, the seller can choose which sites to run it on.

To post on Craigslist, which accepts only ads submitted by users, vFlyer gives its customers some computer code that they can cut and paste into the Craigslist forms. The ad and the accompanying photos then appear as designed on vFlyer.

Oliver Muoto, one of two vFlyer founders, said that the service was in some ways the flip side of a recent online trend in which businesses like Oodle, SimplyHired and others have begun aggregating the ads on various classified sites to make searching easier for buyers, job seekers and apartment hunters. "Although there's a solution for buyers, for sellers the process hasn't changed," he said.

vFlyer will carry its users' ads on its computers but it will not offer buyers a way to search listings on its site, said Aaron Sperling, the company's Chief Executive. Doing so would put the site in direct competition with the online marketplaces it seeks to serve, he said.

To earn money, vFlyer displays paid advertisements on its own pages as visitors surf the site. Those ads are distributed by Google, which pays publishers like vFlyer a commission each time a user clicks on a marketer's

offer. Mr. Muoto said that vFlyer would one day offer paid versions of its service for high-volume sellers like used-car dealers.

While vFlyer's service is the newest of its kind, it is not the first. In fact, the business closely resembles that of Postlets, another San Francisco Bay area-based company that introduced its service in April 2005, a month before vFlyer was formed.

Asher Matsuda, who founded Postlets along with Ray Chen, said that his company also made money by distributing Google ads, and that it was considering charging for an enhanced service that is now available free. That service, called Plus, allows users to create ads with multiple pages, large-format photos, maps and video tours.

Postlets currently offers templates for auto and real estate ads, with employment listings soon to come, followed by personals and other categories. Mr. Matsuda said that about 6,000 people had used the service, creating roughly 30,000 listings.

Most of the ads have been posted by real estate professionals and car dealers. "We initially thought this would be more attractive to individual sellers, so we were surprised to learn the opposite was true," Mr. Matsuda said. "It might just be an awareness thing."

Early next year there will be a third company in this space: Mpire, which currently runs a website that helps people do comparison shopping. Matt Hulett, Chief Executive of Mpire, said that his service would differ from the others in that it would charge users a small fee and would aim at more active sellers, like small businesses. Mpire already offers eBay sellers a service that helps them create and distribute ads, and the new offering will be an extension of that.

Mr. Hulett said the new initiative would indeed make little money if it focused on people who sell only two or three items a year, because such people required more customer service. But higher-volume sellers would be less needy and more willing to pay for something that saves them time, he said.

"Most sellers," Mr. Hulett said, "will realize there's some value here."

**Source:** *The New York Times*

## Upcoming events

### 1-2 February 2007

#### INMA WORKSHOP: DOES PRICE MATTER? POSITIONING FREE AND PAID NEWSPAPER MODELS

Copenhagen, Denmark

[www.inma.org](http://www.inma.org)

Organised by: International Newspaper Marketing Association

### 22-23 February 2007

#### WORLD NEWSPAPER ADVERTISING CONFERENCE & EXPO

Zurich, Switzerland

[www.wan-press.org](http://www.wan-press.org)

Organised by: World Association of Newspapers

### 12-14 April 2007

#### AFCP ANNUAL CONFERENCE AND TRADE SHOW

New Orleans, USA

[www.afcp.org](http://www.afcp.org)

Organised by: Association of Free Community Papers

### 25-27 April 2007

#### INMA WORLD CONGRESS

Paris, France

[www.inma.org](http://www.inma.org)

Organised by: International Newspaper Marketing Association

### 3-5 May 2007

#### GENERAL MEETING

Lisbon, Portugal

[www.icmaonline.org](http://www.icmaonline.org)

Hosted by: Ocasião Edições Lda.

Organised by: International Classified Media Association

### 3-6 June 2007

#### 60<sup>TH</sup> WORLD NEWSPAPER

#### CONGRESS, 14<sup>TH</sup> WORLD

#### EDITORS FORUM, INFO

#### SERVICES EXPO 2007

Cape Town, South Africa

[www.wan-press.org](http://www.wan-press.org)

Organised by: World Association of Newspapers

### November 2007

#### GENERAL MEETING

Amsterdam, The Netherlands

[www.icmaonline.org](http://www.icmaonline.org)

Organised by: International Classified Media Association

## Leavers and starters

**Cal Bosveld**, General Manager of Sales for Ontario and US Operations at the newly-created Trader Corporation in Toronto, Canada, left the group in November to pursue other opportunities. Cal chaired the excellent Publishers' Meeting in Barcelona, competed fiercely in the Mini-Olympics along with his wife Shelley, stood in for John Francis as host of the successful 2006 Toronto GM and worked with Jennifer Desabrais, still one of the best PA's around in Head Office's opinion.

**Thomas Fock**, long-time ACP at Zweite Hand in Berlin, Germany, Regional Centre of Competence for the German national ad exchange, and doppelganger to Michael Palin (of Monty Python fame), has left the company after 20 years. Thomas served on the ICMA Committee for several terms and was Head Office's main point of contact for all the German publishers. We'll miss his perfect English and wish him well in whatever he takes up next.



**Christian Wieselmayer**, Assistant General Manager at Bazar Vienna, Austria has left Bazar after 19 years with the company to seek new challenges. Head Office have very fond memories of working with Christian to organise the Vienna GM (it was Lucie and Petra's first GM from scratch), and we will never forget the endless rounds of schnapps on the Saturday night!



Jack, Gerald and Felix at the world cup

**Zuzana Hand** of Annonce Prague, one of the most professional and conscientious ACP's ever, is currently on maternity leave, expecting her first baby. We promise to publish a photo of the new arrival when s/he puts in an appearance, but in the meantime, she is ably replaced by another Zuzana, Zuzana Lalouckova.

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## Next Edition - No.2/2007

Any news/stories you would like to share with your fellow members? ICMA's second Newsletter for 2007 is due out early April 2007, please send us your contributions before Wednesday 14 March 2007.

