



## Spring is in the air!

It is a beautiful sunny day here in Amsterdam, after the unusually heavy snowfall of early March, it really feels like spring is finally on its way.

We are looking forward to seeing you all in Barcelona for the next ICMA General Meeting on 26-28 May. Our chosen theme of "The Evolution of Marketing" offers so many interesting possibilities that I was in the happy position of almost having too much to choose from in terms of ideas and topics. Many thanks in advance to all the members who have agreed to speak, your contribution really makes ICMA what it is. Karina gives you full details of what goodies are in store on page 3.

It was real struggle planning this newsletter as we had so much good stuff to tell you, both from an internal and external perspective, but internally PHOENIX has to take centre stage. This is one of the most important projects that FAPIA/ICMA has undertaken in recent years, taking the proven success of the Ad Exchange concept to the next level through use of the web, network and photo ads, and the ability for users to book directly 24/7. Turn to page 4 for a full update and answers to (some of) your questions.

At the WAN conference in Rome recently, I met Alan Revell, the Managing Director of Fairfax's Commercial Division in Sydney, Australia. He was one of the most active participants in the conference and what he told me about their operations down under motivated me to do some more research for myself on how a dominant newspaper publisher is addressing the classified challenge. Check out the short profile on page 7, I hope you find it interesting.

ICMA continues to work with our partners to secure discounts on conferences and research for members. These are listed on the Partnerships page on the website and I usually mail at least one alert to



publishers as soon as I have the confirmed details and prices. If you come across anything else (events, services, products etc.) that you think is interesting, please let me know and I will do my best to secure an agreement with the suppliers to benefit ICMA members.

Here's to a great Spanish GM!

Best regards,

**Lucie Hime, Executive Director**

## From the chair...

Hello again! Whilst you are all sitting comfortably in your armchairs I am currently trekking in Nepal - perhaps I will start a 'Buy & Sell' in the Himalayas you never know! Maybe there is already a classified paper there - anyway I will certainly know more after my trip. I am actually going on a trek to raise money for 'MENCAP' a charity which helps people with learning disabilities, so 70 of us are walking about 150 km in 8 days in the foothills of the Himalayas - I wish I had trained more!

We are all looking forward now to the Barcelona General Meeting, which is dedicated to the theme of marketing. I know we have some very interesting new speakers, and the topics include PR, branding and positioning, as well as vertical marketing and the free-access online phenomenon. We are very keen to hear from members on marketing initiatives which have impacted positively on circulation and we will certainly have some fantastic new ideas from the panel sessions there.

You are all familiar with the projects myself, the Committee and Head Office are particularly involved in at present. In Barcelona, the PHOENIX project will be at the stage where we hope to give you all a demonstration of the new product. I would like to thank in particular those members who have offered to help us out in the pilot studies which are crucial to us getting the model right and ironing out any initial glitches.

As our theme in Barcelona is marketing I have found some marketing quotes, which are at least entertaining, and in some cases very pertinent and perhaps inspirational.

I hope you are all inspired to come to Barcelona and to join us in a fantastic conference and social programme.

P.S. I promise to bring back any classified papers I find in Nepal.

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Yours truly,

**Jill Armer (on a yak in Katmandhou)**



"Authentic marketing is not the art of selling what you make but knowing what to make. It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction to the customers, profits to the producers and benefits for the stakeholders."

*Philip Kotler*

"Customers buy for their reasons, not yours."  
*Orvel Ray Wilson*

"Many corporations are rushing headfirst into electronic communications without a realistic set of priorities that will help them focus on the user and intelligently extend their corporate identity into the new media."

*Alan Siegel "Digital Voice" (1996) Design Management Journal*

## Barcelona, olé!

Have you registered for the Barcelona GM, 26-28 May 2005? Still undecided? Turn to page 3 for the top 10 reasons to register today!

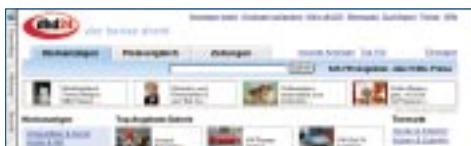


## Ad Exchange Report

As usual the first few months of this New Year have been a quiet time for the Ad Exchange. Now that spring is here (for us northern hemisphere people anyway), we should see ads sent through FAPCOM following the temperatures and start to rise considerably!

Who's up and who's down? We use each member's performance over the previous 6 months to work out whether they should be in the Alpha (top 22 senders of RU's) or Beta (remainder of Ad Exchange members) league.

Here's the list of members promoted to the Alpha League: Anuntul Telefonic Bucharest, Findling Saarland/Pfalz, der heisse draht Hanover, Iz Ruk v Ruki Minsk, CM Reklama Riga, Segundamano Madrid and Zweite Hand Berlin.



I would like to congratulate all these newly promoted destinations on their improved performance last year, and commiserate with those who are being demoted (temporarily I'm sure) to the Beta League.



## Conference Report

Don't forget that ICMA Head Office, in the shape of Lucie Hime, travels to many relevant events on your behalf. The two most recent were the World Association of Newspapers Revenue Generation 2005 conference in Rome on 24-25 February, where WAN presented their



initial findings from the Digital Classified research project; and the International Newspaper Marketing Association's Classified Conference in Amsterdam on 10 March, with a hard-hitting keynote presentation about the impact of Craigslist. Reports of the relevant sessions and links to presentations can be found in the ICMA Library at [www.icmaonline.org/members/liboverview.aspx](http://www.icmaonline.org/members/liboverview.aspx).



## NANI Lite

Never let it be said that we at Head Office do not listen! Since the partnership project with the AFCP in the US was launched, the main comment has been that the NANI network offering is too big and expensive. As the NANI programme itself cannot be split up, Head Office worked with Craig McMullin of the AFCP to link different state programmes across the US which would deliver a smaller, more manageable network, and one that could be priced at a much lower cost. NANI Lite includes titles from Arizona, California, Florida, Iowa, Illinois, Kansas, Minnesota, Montana, Nevada, Ohio, South Dakota and Wisconsin, and has a total circulation of 8.5 million copies. The cost of NANI Lite is only EUR 796 and we strongly recommend that you price it around EUR 995 to keep it under that magic EUR 1000 level - don't be too greedy! You will still make EUR 200 profit on each ad sold, and because the NANI network generates excellent response, you are likely to get repeat bookings and build up a regular clientele (then you can put up the price!). For full details how NANI and NANI Lite work, and the titles in both networks and the cities that they serve, please check out the NANI page on the ICMA website at [www.icmaonline.org](http://www.icmaonline.org).

## Discounts for ICMA members!

Two of ICMA's partners, Associate Member Classified Intelligence, and IFRA, the newspaper technology association, are offering great deals for ICMA members.

Classified Intelligence's recent report "**Competing with Craig**" analyses the phenomenon that is Craig's community and, with the help of Bob Cauthorn, formerly of the San Francisco Chronicle, offers strategic advice on how to compete more effectively. This report normally sells for US\$ 250



## COMMITTEE BRIEF

The Committee met in Paris in February for their first 2005 meeting, and one of the principal agenda items was how to improve the value of the Barcelona General Meeting. The two new Committee members, Rob Paterson of Friday-Ad and Kaisa Ala-Laurila of Ilta Sanomat, proved especially good at contributing new ideas, as was David Waghorne of Northcliffe Newspapers who had been invited to join the meeting as an observer. Several innovative ways how to facilitate networking and get new people easily integrated into the ICMA 'family' were discussed, and Head Office will be developing some of these for Barcelona. Refreshing the Publishers' Meeting was debated at great length, and the Committee agreed to propose an exciting new format to the co-Chairs in Barcelona.

The Committee also decided that Head Office should investigate holding a series of short, regular, single-topic workshops in Europe designed for small groups of delegates in focused and interactive sessions. And Head Office updated the Committee on the progress of the PHOENIX project - for more about this, please turn to page 4.

If you want to bring any subject or question to the attention of the Committee, please contact Head Office or the individual Committee members whose contact details are listed on the back cover. The next Committee Meeting will take place on Thursday 26 May in Barcelona, Spain.

 **CLASSIFIED INTELLIGENCE**

 **ifra** Where publishing lives.

(EUR 186) but ICMA members can get it for only EUR 125 - can you afford to be without it? Check out the details at [www.classifiedintelligence.com](http://www.classifiedintelligence.com); to order, simply mail Lucie Hime at [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org) with your name, company and the number of copies you require and we'll do the rest.

IFRA is running Digital Trend Days in Amsterdam on 3-4 May, which will focus on the opportunities for exploiting mobile content and channels. ICMA members will only pay the IFRA member rate of EUR 850 (saving of EUR 200), please check out the programme on the Partnerships page on the ICMA website. And the conference venue is around the corner from ICMA's new offices and we would be delighted to offer you a coffee if you have time to stop by.

## ICMA Barcelona General Meeting, Spain, 26-28 May 2005

By now you will have received the Barcelona ICMA General Meeting Brochure, and may already be making your travel arrangements ;-) For those of you who haven't yet decided, here are the **Top 10 Reasons** to attend the Spring General Meeting:

**1. A packed programme of great external and member speakers**, ranging from the new General Manager of Marktplaats to the MD of Mobile.de to Sally Winfield of LOOT, and more...

**2. Now more opportunities to network** through the expanded social activities, cocktails and dinners than you can shake a stick at! There'll be a Welcome Dinner to follow the Welcome Reception on Thursday, and a special Catalan evening outside the city on Friday, all included in your registration fee.



**3. A repeat (and expansion) of the popular workshop programme** to close off the Plenary Day led by a mix of members and external facilitators.

**4. The introduction of a new meeting on Saturday, the Technology & Business Development Forum** is designed for new media managers, web marketers, business-savvy IT people and business development managers. Peter Zollman of Classified Intelligence will be leading this interactive meeting and he's working hard to make it as relevant and valuable as possible.

**5. An exciting new format for the Publishers' Meeting** - watch this space!

**6. A special series of volume discounts**, as Barcelona is usually on most low-cost airlines' networks, why not bring more people to benefit from the information and contacts, and save money at the same time? The 5th delegate is half-price and the 10th is completely free.

**7. More, and more new members**, attending than ever before, apparently **everyone is coming** to Barcelona!

**8. The Sales Managers' Package** - this special lower rate of EUR 195 allows a sales manager to join the GM from Friday evening, attend the Sales Managers' Workshop and have a fantastic evening at the Gala Party on Saturday night. Why not use this as an incentive for your sales team?

**9. The spectacular Gala Party** at the beautiful Hivernacle winter gardens, opening onto the Parc de Ciutadella in the heart of the city.



**10. Barcelona itself** - one of the most vibrant and cosmopolitan cities in Europe. Check out Antoni Gaudí's unfinished masterpiece, the Sagrada Familia, take the (very welcome) escalator through the National Palace Gardens (admiring the fountain displays) to the top and gaze at the city spread out at your feet, go strolling with the beautiful people on Las Ramblas, enjoy the world-class shopping or visit one of the city's 50-plus museums.

Congratulations to our first registrant, Nick Sertis of Quokka, Australia who is probably travelling further than almost anyone!

**The Early Bird deadline is 20 April, so don't delay, register online on the ICMA website at [www.icmaonline.org](http://www.icmaonline.org).**

## ICMA New Delhi General Meeting, India, 10-12 November 2005

India, what is the first thing that comes to mind? Spices? The Ganges? (Holy) cows? Maharajahs? One of the oldest great world religions? Bengal tigers? Acid-bright colours? Elephants? Gandhi? Delicious food? Or much more...? Come to India with us to experience all this and more.

With the help of Sidharth Gupta of our hosts, Free-Ads India, we have selected a great location for the General Meeting on 10-12 November 2005. The Hyatt Regency Delhi is a lovely luxury 4-star hotel that has all the features to relax, a swimming pool, tennis courts, a Jacuzzi, sauna, and a great Polo Lounge Bar (which sounds very promising!). Architecturally inspired by the Golden Gupta period, the hotel is located only 25 minutes from the international airport, in one of the capital's most exclusive districts.

Delhi typifies the soul of India, the city is a curious blend of the modern and traditional, skyscrapers,



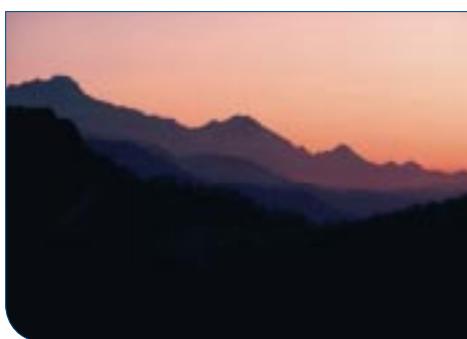
beautiful gardens and wide tree-lined avenues reflect the Mogul passion for landscaping and architectural excellence.

The best thing to do is to combine the GM with some holiday, a good mixture of business and pleasure. There are so many fascinating things to do and see in the 'Golden Triangle' area of Delhi, Jaipur and Agra. Take for example the Taj Mahal, one of the seven wonders of the modern world, also called 'the pearl of love'. Emperor Shah Jahan built it, 350 years ago, as a white marble mausoleum for his beloved wife, Mumtaz Mahal. It is said that he was so heartbroken by her death that his hair turned grey overnight.

Or maybe a trip to Nepal, visit this unique country and maybe get a glimpse of the majestic Himalayas? We can ask Jill for some advice after her trip.



The GM programme will include an orientation session to make you feel at home and get the best out of your trip, and several excursions and social events which will offer both the best of Indian culture and great networking opportunities. We'll also have a 'tame' travel agent on hand to help make this a trip you will never forget!





## Communication

Karina has been working hard keeping you all informed about the progress of the PHOENIX project, some of you may recognise the layout of this page as the same as the PHOENIX e-newsletter that you received in February. There is also a PHOENIX page on the ICMA website plus the updated FAQ's which explain what PHOENIX is and how it will work. Head Office is always delighted to answer any questions about PHOENIX, it's our baby and we're very proud of it already! So don't hesitate to call or mail us if you want to know more - Tel: +31 20 638 2336 or [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org).

## PHOENIX partners



## Did you know?

...that the PHOENIX interface can be translated into your local language? Joshua's existing technology provides simple tables, which you can complete with the local language for all the public user pages and upload via the Publishers' Administration interface. So if instead of reading "click here to add your photo", a Dutch user would see "klik hier om je foto toe te voegen" and feel more comfortable in his native language.

## PHOENIX webpage

The page with all the complete articles is in the Members section of the [ICMA website](#).

## PHOENIX UPDATE

April 2005

### Progress so far

Whilst there's not much that looks like an ad-taking website yet, a great deal of work has been going on behind the scenes to lay solid foundations for the PHOENIX project. The single most important step was to design the database, which drives the system and makes sure that ads, money and information are recorded accurately. The second stage was to develop the Back Office Administration module, which helps Head Office manage the system. Konstantin of Joshua and Gavin of Head Office have already created the various reports that Head Office will need to track users, ads and monies. Both these stages were completed on schedule, and we are now working on the third module, which is Publishers' Administration. Happily, this is starting to look more like a website that you and I would recognise! Once this module is completed and the pilot group safely underway in early April, the fourth module - Publishers' Ad Management - will be developed and the pilot group held, followed by Users' Ad Management and Search. So by the Barcelona GM, most of the system will be completed, ready for its début in the PHOENIX Workshop on Friday 27 May - we can't wait!

### Pilot groups

By the time you read this we will be busy completing the first pilot group of the PHOENIX project. A dozen ICMA publishers have kindly volunteered as 'guinea-pigs' and will be testing each module as it is developed, by performing common day-to-day tasks and rating the system on usability, functionality, logic and design. Their opinions and suggestions will be fed directly back into the development cycle to improve the end product. The first module being tested is the Publishers' Administration Module, the part where ICMA publishers can manage their profile, update their ratecard, view their transactions and change the details of their publications. We're very grateful to the publishers who are taking part in the pilot groups - your feedback is vital to the success of the project, and you get to practise in advance!



### What's a ...?

**...network ad?** A network ad is an ad that is published on ICMA members' websites only and does not appear in print. There will be approximately 50 participating websites, which will be sold together as a single package. ICMA will set a lowest recommended rate for lineage, semi-display and photo-ad formats, and publishers can charge higher prices according to what their market can bear. One 'insertion' of the ad will be displayed on all ICMA member websites for a 1 month period, of course advertisers can book (and pay for) longer periods if they want. A great opportunity to offer online advertising to your customers!



### It takes two... (or three, or four...)

A major project like PHOENIX is not built overnight and nor is it ever the work of a single person or organisation. ICMA has three excellent partners so far in this project, each responsible for their specific area of expertise. Firstly, the PHOENIX programming is being developed by ICMA Associate Member Joshua Advanced Media Systems using their proven MultiAds and MultiWeb technology, and their extensive experience in classified advertising software systems. Working alongside Joshua is Nutmeg Interactive, a US-based web design firm from the same stable as Bargain News, which will be developing the graphical user interface (the screens that allow users and publishers to enter, view and manage ads). Finally, there's TripleDeal, a Dutch payments service provider, which will be handling all of the financial processes and making sure that money is taken from, and given to, the right people at the right time. TripleDeal currently provides payment services to Marktplaats.nl and the Dutch De Telegraaf group so they have a good understanding of our business. Also a big vote of thanks to Martin Welker who has been very generous with his time and advice on the legal side. Thanks to all our partners for their hard work so far!



### STOP PRESS:

Thanks to Britt Gustafson of Nutmeg Interactive who has designed this beautiful new PHOENIX logo for us!





## Reverse publishing in action

Netherlands-based De Vondst, one of the first ICMA publishers to act upon the free-ads, free-access phenomenon, has taken it one step further with the launch of Bladje, their web-to-print product. Bladje is a free-distribution pick-up print title, currently running at 24 pages, and its content is taken from De Vondst's sister website [adje.nl](http://adje.nl), a marktplaats-type site. Launched in late 2004 and published fortnightly, Bladje's business model is to generate revenue from selling display ads into the ready-made classified environment. It's early days for this new initiative but web-print products are gaining ground rapidly, and a special session will be devoted to this topic at the Technology & Business Development Forum at the Barcelona General Meeting.

## eBay launches international 'Craigslist' competitor



E-commerce player eBay has taken the Craigslist concept - free classifieds and community - and

## Who's selling and who's buying?

It's been a busy couple of months for the M&A teams in classifieds. Here's a round-up of the latest activity:

- **Quoka Verlag**'s German classified business was bought by Voralberger Medienhaus in Austria, a privately held company. Terms were not disclosed and the new GM of Quoka is the former CFO, Matthias Popp.
- **Target Media Partners** of California acquired Car & Truck Buyers Guide, a group of three free circulation photo ad papers in southeast Florida (Miami, Fort Lauderdale and Palm Beach). This brings their total number of papers in the USA to 53.
- In December 2004, **Trader Classified Media** purchased Qué Fácil, a leading classified advertising real estate publisher in Alicante, Spain; and acquired 70% of e-List, a major internet real-estate classified advertising business in Québec, Canada. In March 2005, a controlling stake was secured in Shou di Shou, a leading classified advertising business based in Beijing and Harbin, China; and Trader also acquired [Annuncigratuiti.it](http://Annuncigratuiti.it), an Italian classified advertising website from Tiscali.
- **Trader Media Corporation** of Toronto, Canada acquired 100% of Tyler Publishing, owners of SuperShopper in Barrie, Ontario in November 2004.
- **The Tampa Flyer** has been acquired from the Flyer Printing Company by Harte-Hanks Inc, North America's largest owner, operator and distributor of shopper publications.
- **LOOT USA**, a former member of ICMA has officially ceased publishing.

launched web sites in 50 cities around the world that embody that idea under a new project called **Kijiji**. "Kijiji builds local communities online, giving neighbours a way to come together around local needs and interests," said Alex Kazim, senior vice president of new ventures at eBay, who is heading up the new project. Kijiji is an independent start-up within eBay. Kijiji, which means "village" in Swahili, has put down roots in localities in Canada, China, France, Germany, Italy and Japan. Though Craigslist has its strongest presence in the US, it also has dozens of international sites, having recently launched in 16 additional cities in Europe, Asia, and Latin America. Following the Craigslist model, Kijiji will initially allow users to post and search for free. After it built an audience, Craigslist began charging for postings in some categories, such as jobs and real estate. eBay isn't revealing its future plans for Kijiji, but said it didn't expect the sites to have a material impact on its 2005 earnings. eBay has made other recent moves in the classifieds space, purchasing both Dutch player [Marktplaats.nl](http://Marktplaats.nl) and [Rent.com](http://Rent.com) in the last few months.

*Source: ClickZ*

## FISH!

The FISH! Philosophy of having fun while you work made a great impact on two ICMA members at opposite ends of Europe. Friday-Ad in the UK picked up the idea from Lucie's report of the NAA Classified Conference in Washington and indulged in a bit of custard-pie throwing! Mario Zahra of Teledel Malta was inspired by Melanie Klass's Orlando Sales Managers' Workshop to "do something crazy" and organised a carnival fancy-dress day involving Teledel clients as well as senior management who celebrated with a party. ICMA Head Office has a copy of the FISH! DVD (Europe format) and we are happy to loan it to any interested members - send all requests to Lucie. Or visit the FISH! site at [www.charthouse.com](http://www.charthouse.com) for more information.

## DHD24.com goes free

Whilst the German classified market has been heavily impacted by the success of eBay.de, there has been relatively little activity in the free-ads, free-access online sector. This has all changed with the relaunch of der heisse draht's website - [dhd24.com](http://dhd24.com) - in December 2004. The business model has been re-vamped and the site is beginning to see the fruits of their new policy of not charging users to view contact details, a common practice in Germany. Since its launch dhd24.com's traffic has steadily risen to pass that of quoka.de and avis-verlag.de, the two other major German free-ads websites. Whilst the new free-access policy has decreased overall revenues, der heisse draht says that the website is profitable and their CEO, Rolf Culmann defends his decision, "We decided we want to have a lot of traffic and a lot of users. We have enhanced our technical platform and don't charge users to place ads or see contact details. We want to deliver the best results to our advertisers." At the time of writing, dhd24.com was carrying 613,610 ads, and whilst many of the advertisers choose the free-ads option, upselling possibilities are offered plus a paid-for alerts system for users seeking a particular item. Culmann believes things have changed forever "The Internet changes the behaviour of people. Internet users, who once have successfully sold on the Internet, will stay with the Internet. We can't convince them back into the paper."

*Source: Classified Intelligence*



## Trader Classified Media's 2004 results

Trader Classified Media reported a 12% increase in revenue in their audited results, booking EUR 413 million in revenue in 2004. Print revenues increased EUR 33.1 million (9.8%) from EUR 336.4 million in 2003 to EUR 369.5 million in 2004, with trade and display ads showing the strongest growth, and a small decline in circulation revenue. Online revenues increased EUR 12.4 million (39.5%) from EUR 31.4 million in 2003 to EUR 43.8 million in 2004. 40% of online revenues is generated by listings fees, professional solutions account for 32.6% and banner ads and other for 27.4%. By region, Russia and the former CIS is the star performer, posting an increase in revenues of EUR 15.8 million, a 19.7% rate of growth on 2003 figures. Spain and Latin America also figure with an increase of EUR 19.5 million and a 29.7% growth rate (8.4% organic). Consolidated EBITDA rose by 16%, delivering a margin of nearly 25%, and operating profit improved by EUR 8.5 million from EUR 65 million in 2003 to EUR 73.5 million in 2004, an increase of 13%. Trader's Founder, President and CEO, John McCall MacBain said "I am very pleased with the strong results achieved in 2004, 2005 has started well and we will continue to pursue an aggressive growth strategy with specific emphasis on major online development and further acquisitions in high growth potential markets, especially China."

## Supplementary income

Ilta Sanomat, the company publishing Keltainen Pörssi and Palsta in Finland, has been enjoying revenue and circulation success with a series of vertical supplements. These stand-alone print products, initially focussing on motorbikes or snowmobiles are sold with Keltainen Pörssi at the attractive cover price of EUR 1 (in addition to Keltainen Pörssi's cover price of EUR 2.85). As well as generating revenue from the paid-for commercial ads sold, and the cover price revenue, the circulation of Keltainen Pörssi has also received a sustained boost from the new product. Kaisa Alalaurila, VP Classifieds, said that she was very pleasantly surprised at the shelf-life of the new

supplements and the positive impact they had on Keltainen Pörssi's copy sales over a period of 3-4 weeks. Ilta Sanomat is planning to continue with this initiative and expand the number and variety of vertical supplements to approximately 10 in the course of 2005. On another vertical related note, there are also plans afoot for a website dedicated to firearms, very much in line with Finland's outdoor image!



## Ads for men have to be simple!

Despite the feminist movement, there are still a lot of differences between men and women, even in their appreciation of print.

Results from recent American research reveal that men prefer a little battle and competition rather than complicated issues. Women prefer adverts that are 'harmonious', and these can be a little bit more complex.

According to this research, men prefer ads that are not too difficult! Clear ads, focussing on one or two items of the product or brand, are what they like. And they have no problem with comparison between competitors because a little competition never hurt anyone. All of that, preferably with a lot of images and hardly any editorial, to keep it simple!

Women on the other hand choose ads that express harmony, and have a wealth of verbal and visual information, not all of which has to apply to the product. The information that women rather see in the ad is which place the product or brand has in the life of the user. It is all in line with the old clichés of differences between men and women, but that doesn't make it less real. The equality (or similarity) between men and women is, in regards to perception of ads, still very far away.

*Source: Journal of Advertising*

## Cut-throat free-sheet competition in London

In Finland, it is a directory publisher who is making waves with their crawler. [Eniro.fi](http://Eniro.fi) trawls the recruitment advertising pages of major publishers, and large employers, returning a huge database of job listings, which are freely accessible to users. If the user wants to read the whole text of a job that interests them, they are redirected to the original site.

Whilst Eniro does not use frames, Finnish publishers whose (paid-for) ads are being crawled are complaining that this is violating their ownership of the classified content. Industry insiders suspect that Eniro plans to use its newly-gathered content to create a well-trafficked environment into which it can eventually sell recruitment ads directly.

But Eniro's CEO, Stefan Anderson said: "It is NOT our intention to sell 'traditional classifieds space' (a space in the database), but sell the advertisers an increased visibility in the service in question AND throughout the whole product/service portfolio. Hence we are not competing with the classifieds providers head-on-head but will provide them with more traffic, and naturally offer them increased visibility if they so wish."

Whatever their intentions, Eniro.fi are certainly racking up the numbers, on Monster's debut in Finland it carried 589 open jobs whereas Eniro.fi had 10 494.

*Source: www.webwereld.nl*

London is one of the most competitive media markets in the world and now the free-sheet publishers are getting in the act. Associated Newspapers, owners of LOOT, operate the highly successful Metro brand (no relation to the Swedish Metro in many other cities), which has an exclusive distribution agreement with the London Underground, currently under investigation by the competition authorities. Enter Ken Livingstone, the controversial Mayor of London, saying that he favours "appropriate action to bring about the distribution of a free afternoon newspaper on the tube". There is no shortage of publishers lining up with their offerings, Richard Desmond, owner of the Daily Express, has long wanted to launch a competitor against Associated's struggling Evening Standard, and sees an evening free-sheet product as the obvious weapon. But there's already a weekly free-sheet planned to launch in April - the London Line is a privately-backed, left-leaning title, with an initial print run of 40,000. It has approval from Transport for London, the Corporation of London and Westminster City Council and has overcome the distribution issue that Richard Desmond and Associated have had to grapple with by placing a 1p cover charge on the paper, making it technically a vended title, and, therefore, more acceptable to distribute outside London Underground stations.

## Will he, won't he?

The internal discussions about whether Craigslist in New York will start charging for its most successful category, apartment rentals, continues to grip classifieds commentators everywhere. Craigslist has traditionally been free to advertise and view except for placing job ads in its hometown of San Francisco which have been charged at US\$ 75 per month since 1998, and in LA and New York at US\$ 25 per month since 2004. In line with its community policy and spirit of consultation, Craigslist has used its discussion forums to debate the idea of charging apartment brokers in New York to improve the quality of the

listings and reduce the burden of 'cleaning' the ads submitted. Craigslist's founder Craig Newmark said: "We will not move forward doing anything until we are comfortable understanding what the community is asking for." Allegedly, the call for charging has come from both brokers and users, who argue that the credibility and usefulness of the site is reduced because many brokers are placing multiple posts in the 'no fee' classification. In another worrying development for newspapers, he was recently heard to muse "...how can we participate in the emerging trend of consumer journalism?" Craigslist anyone?

## Profile: John Fairfax Holdings

John Fairfax Holdings is one of the leading publishing houses in Australasia. Its newspaper group includes Sydney's 'The Sun-Herald', Melbourne's 'The Age', and 'The Sydney Morning Herald'. It also publishes business periodicals ('The Australian Financial Review' and 'Business Review Weekly') and regional papers ('The Illawarra Mercury' and the 'Newcastle Herald').

The company has fast become one of Australia's leading online content providers with Web sites for its most popular publications. Its f2 Network subsidiary includes CitySearch (local event information for 14 regions in Australia) and classified services. Fairfax's online classified offerings are operated from the Fairfax Digital business unit, aggregating all the classified from its newspaper portfolio, and are sophisticated and well-trafficked.

There are two principal portals - [www.fairfax.com.au](http://www.fairfax.com.au), which gives access to the



entire Fairfax online portfolio, and <http://classifieds.fairfax.com.au>, which drives users to the three main vertical channels - [www.mycareer.com.au](http://www.mycareer.com.au), [www.domain.com.au](http://www.domain.com.au) and [www.drive.com.au](http://www.drive.com.au). Craigslist has already arrived in Australia with editions in Brisbane, Melbourne and Sydney and Fairfax has launched a competing free-ads community site called Cracker at <http://cracker.com.au> for six Australian cities. At the time of writing, the Craigslist sites carried 1600 ads, the Cracker sites over 400,000. Like Craigslist, Cracker charges for job ads by making advertisers first place the ad on the [MyCareer.com.au](http://MyCareer.com.au) site, which also appear in Cracker. Cracker charges for some property ads in the same way with Domain.com.au.

Fairfax sees strong classifieds performance as key to its future, it was an unsuccessful bidder for the Trading Post publications, losing out to Sensis, and has still not ruled out publishing its own print classified titles. Watch this space...



### Take another look at the website...

All the latest news in the classified industry, information about the General Meetings, discounts for other events, updates for PHOENIX, and so much more, on the ICMA website [www.icmaonline.org](http://www.icmaonline.org). Don't forget to check out the 'Members Section'!

## CityXpress launches eMarketplaceXpress



CityXpress signaled its growing focus on the classified segment of the publishing industry with the launch of eMarketplaceXpress, a complete, stand-alone online classified marketplace. eMarketplaceXpress is a self-contained marketplace that includes online ad-taking and payment options, browse and proximity search capabilities, e-commerce functionality to facilitate buyer-seller transactions, and a vendor rating system. Publishers can also offer value-added features such as multiple photos, priority listings, enhanced displays and vendor profiles. Designed for publishers that are feeling the squeeze from the exponential growth of Craigslist-type sites, eMarketplaceXpress is just the latest stage in CityXpress's rapid development that has generated more than US\$ 65 million (EUR 48.7 million) in revenues for its newspaper clients in the last three years. CityXpress is one of the leading suppliers of event and continuous auction technology to publishers in North America and Europe, and will be conducting a workshop for ICMA delegates who want to learn more at the Barcelona General Meeting in May.

## New CEO for Trader Media Group

No, not Trader Classified Media (France), or Trader Media Corporation (Canada), not even Trader Publishing (US), but it's actually Trader Media Group (UK) that has a new chief executive. Jerry Fowden joined Trader Media Group in January 2005 from InBev (formerly Interbrew SA), where he was President of the European Zone of the company's operations and a member of the Executive Board, with responsibility for Western, Central and Eastern Europe, a EUR 5 billion turnover, EUR 1 billion EBITDA and 27,000 employees across 17 separate country business units. He was previously Chief Operating Officer of Interbrew's worldwide business and has held senior executive positions within Mars, Pepsi Cola International, Bass plc and Rank Group plc before joining Interbrew in 2001. Trader Media Group (TMG) is the leading automotive advertising publisher in the UK with approximately 70 titles and was created in May 2000 through the merger of GMG Autotrader with Hurst Publishing, at that time owned by the venture capitalists B.C. Partners. Guardian Media Group plc acquired the total TMG business in October 2003 in a transaction which valued the business at £1.14 (EUR 1.64) billion.



## UPCOMING EVENTS

### 7-8 April 2005

#### MOBILE TELEPHONY AND THE IMPACT ON NEWSPAPERS

Vienna, Austria

[www.inma.org/2005-europe-mobile.cfm](http://www.inma.org/2005-europe-mobile.cfm)

Organised by: International Newspaper

Marketing Association

ICMA members can register for only EUR 625

### 28-30 April 2005

#### AFCP ANNUAL CONFERENCE

San Francisco, USA

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

Organised by: Association of Free Community

Papers

### 3-4 May 2005

#### DIGITAL TREND DAYS

Amsterdam, The Netherlands

[www.ifra.com](http://www.ifra.com)

Organised by: IFRA

ICMA members can register for only EUR 850

### 26-28 May 2005

#### BARCELONA ICMA GENERAL MEETING

Barcelona, Spain

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

Organised by: International Classified Media Association

Early Bird (EUR 295) registration deadline is 20 April!

### 10-12 November 2005

#### NEW DELHI ICMA GENERAL MEETING

New Delhi, India

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

Organised by: International Classified Media Association

## Superhero for Hire - True Stories from the Small Ads

By William Shaw and available from (amongst others) [www.amazon.com](http://www.amazon.com)



Everyone has had their eye caught by an unusual classified advertisement and wondered about the story behind it. For the past two years William Shaw has investigated the eccentric, sad and occasionally alarming truths behind these ads and written about them for the Observer magazine in the UK. This book brings together, in expanded form, the most remarkable of those pieces. In it we encounter, among many others, the mother searching for the death certificate of her dead Bulgarian husband; the young woman investigating the healing power of crop circles; and the angry man, adopted in childhood, who after twenty years searching for his birth father was rejected by him and now wants to form a rock band with other adoptees. Small Ads is a transporting book that satisfies our insatiable curiosity about other people's lives. It is as surprisingly moving as it is highly entertaining. As Jarvis Cocker who writes the book's foreword says, "Great ideas stay with you and change the way you look at the world. After reading this book you will no longer be able to see a copy of LOOT as a mere "listings" magazine - you will view it as a potential 'War and Peace', a chronicle of the extremes of human existence. Read on."

## A Hague baby?

Congratulations to Leonid Gladilin and Ulyana Bogomolova on the birth of their daughter Anna on January 11 - isn't she beautiful?



### Kuldne Bors, Estonia

There's a management change at our Estonian member as well. Margus Tomberg taking over as the new MD and will be attending our forthcoming Barcelona GM, so we'll be able to welcome him then.

### Loot, UK

Sally Winfield has moved from Associated Newspapers to replace Claire Payne as MD for Loot, Sally's new email is [sally.winfield@loot.com](mailto:sally.winfield@loot.com)

### Quoka Verlag, Germany

As part of the recent purchase by Voralberger Medienhaus of Quoka Verlag's classified business, Matthias Popp has been promoted to become the new MD of Quoka. Matthias has worked at Quoka for many years and has been a popular appointment. His email is [mpopp@quoka.com](mailto:mpopp@quoka.com)

## ICMA Committee Members

### Chairperson:

Jill Armer, *Buy & Sell*, Ireland

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### Secretary:

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## Next Edition - No.3/2005

ICMA's third newsletter for 2005 is due mid July. If you would like to contribute, do this before 17 June 2005!