



No rest for the wicked...

After the dust settled in The Hague - many thanks to ViaVia and to all attendees for their enthusiastic participation - Head Office has embarked on a busy summer of projects to meet our twin objectives of delivering value and growing the Association.

We have entered into agreements with the World Association of Newspapers and the International Newspaper Marketing Association which allow ICMA members to participate in their activities at discounted rates. Watch out for news of the WAN Classified Conference! I'm also delighted to announce a collaboration with Classified Intelligence, please turn to page 2 for full details.

The proposed linking of ICMA's ADEX with the Association of Free Community Papers' NANI programme is being actively developed. This will provide a huge US ad-exchanging network, thus allowing ADEX members to generate revenue by selling an audience of over 30 million, and permitting US advertisers to advertise in European and other titles. More information will be sent out to all publishers in due course.

The halfway point of 2004 is upon us and that means one thing; time for publishers to join ICMA at the half-year rate. Why don't you cash in and take part in the bounty scheme by persuading a classified publisher you know to join? It's good for their business, it's great for your bottom line, and your Association will become stronger and more valuable to all.

As part of ICMA's drive to expand our presence in North America, by the time you read this I will have attended the Newspaper Association of America's Classified Conference in Washington DC. Doubtless, I will be exhausted from the information overload but you will get a complete report of the key sessions upon my return.

Oh yes, one GM finishes and we start planning the next three! As well as developing the programme for Orlando in November (yes, there will be time to go to Disney-World!), Joanne is busy on



your behalf securing the best venues for Barcelona next spring and India in autumn 2005.

We also have the small matter of moving offices. The noise from the start of the seven-year construction project for the new Metro line directly outside our (closed) windows prompted one caller to ask whether we were standing in the street. So the search is on for somewhere quieter, cleaner and (ideally) mice-free, not easy in Amsterdam!

Have a great summer!

Lucie Hime, Executive Director

The Celtic tigress

Firstly I would like to express the Committee's and Head Office's thanks to Stefan for the great job he has done as Chairman, effectively steering us through a very successful and promising first year of ICMA.

The Association has taken a few twists and turns and now has a remarkable opportunity to develop a new commercial proposition which will further benefit the members through the NANI link-up.



The drive to provide more members with more value at each GM will be continuing, led by a very able Lucie and the HO staff, and we look forward to updating you all on progress on the plans for the Ad Exchange soon. Orlando promises to be very exciting not

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only as a venue but also the programme content will be an excellent mix of factual case studies, peppered with new speakers and ideas. Echoing Stefan's sentiments your input is not only valued but is crucial in moving the Association forward. So don't be shy, if you have any comments or suggestions we would love to hear them. Contact HO or a Committee member if it's more convenient for you.

Look forward to seeing you all in November.

Jill Armer, ICMA Acting Chairperson

The Hague GM

It may look like madness but in reality The Hague ICMA General Meeting was a great success... for a full report go to [page 4](#).

Faber est sua quisque fortuna

As you might know my period as a chairman will end this June as I'm leaving my current company after five years. I want to take the opportunity to thank all the people I have met over the years I've been in the industry. I indeed hope that I have the opportunity to see you again.

These years have been really exciting as so many things have happened in this industry, to you as players within the industry, in my company, for the Association and for me personally. And there still are a lot of challenges ahead... I firmly believe that ICMA has a strong plan and a very good Head Office team to cope with these challenges. Not for the Association's sake, but for the good of you - the member - so you can get more value for your money. Project Phoenix (adex web service) looks better

than in a long time, the NANI Project (international adex concept with AFCP) is developing and member services such as General Meetings and other partnerships with other associations are improving.



But relating back my first ICMA newsletter; the more active we are as members, the more we get out of it - *Every man is the artisan of his own fortune*.

All my very best regards to all, and wishing you all the best business luck.

Stefan Anderson, ICMA Chairperson

AdEx monthly report

Well summer is finally here and in our air-conditioning free office the thermometer is in the high 20's, nearing the mythical (at least in The Netherlands!) 30 degrees Celsius. It's been a hot last few months for the ADEX as well!

In my last article I was talking about how well we did over the November to February period, this appears to have carried on. March was another great month with RUs sold breaking through the 45k barrier to the highest levels in 6 months. After that April was a bit of a let down with RUs back to normal levels, but May's numbers have shown that this was only a short break and the AdEx is back on the rise again. Here's hoping it keeps up through the next few months.

In case you have not noticed (and if not why aren't you regularly checking the AdEx news on our website!) we have carried out the first promotions in our AdEx leagues, which were created in July of last year. We have just promoted some of the top performers from the Beta League up into the Alpha league. It may be a tight time for international ads but some destinations have shown it is possible to buck this trend, if you try hard enough, and increase the volume of RUs (especially commercial) you send through the ADEX. So congratulations to:

Annonce Aachen, Buy & Sell Vancouver, Bursa Bucharest, Camelot Voronezh, Junk Mail Johannesburg, Oglasnik Zagreb and A BIS Z Bremen



Spain, May 2005 Barcelona ICMA General Meeting

Yes, it has been decided - another hot spot, no more chilly locations for ICMA General Meetings while I have anything to say about it;-).

As soon as they are fixed I will let you know the dates - in the meantime you can check out www.spain.info for more information.

In the last 6-month monitoring period, all these destinations showed such a large increase in the RUs they sold that they moved into the top 22 destinations and so qualified for promotion to the Alpha league.

I won't mention the papers that were pushed out of the alpha league by these new upstarts, but they need not worry. We will be running these promotions and demotions bi-annually so they will have a chance to get back into the Alpha league later this year.

NEARLY ALL PAID UP

By now nearly all of you have paid your membership and The Hague General Meeting fees. However there are a few out there who, despite several reminders, still have not paid these fees.

For those members this is yet another reminder to please pay these fees as soon as possible. If you have any queries about your invoices please contact Gavin Reynolds (g.reynolds@icmaonline.org) at Head Office.

Classified Intelligence for free...

ICMA has teamed up with one of the leading suppliers of information and analysis of the interactive classifieds sector to offer a special package of services to ICMA members. Classified Intelligence, based in Orlando, Florida, produces reports, research, newsletters and provides consultancy service to classified businesses seeking to stay ahead of the online curve. Established in 1998, Classified Intelligence not only has extensive hands-on experience helping publishers in the North American market but also a growing international presence. ICMA members can benefit from a comprehensive package of information and services which includes:

- conference calls with analysts to discuss issues affecting your business

- annual subscription to bi-monthly Classified Intelligence Report
- annual subscription to monthly Classified Intelligence Case Studies
- Classified Intelligence Alerts, Classified Intelligence Analysis, Classified Intelligence Employment Annual plus additional white papers and research

This package normally sells at €3400 but ICMA members will pay only €2699. Not sure what it's all about? Sign up for a free no-obligation 2-month trial of Classified Intelligence Report at www.icmaonline.org/Members/Partnerships.aspx#2 or mail Joanne at j.winston@icmaonline.org.

Orlando ICMA General Meeting, Florida, U.S.A., 11-13 November, 2004

As you know ICMA's next General Meeting themed 'Competition' will be held in Orlando, Florida, U.S.A. at The Rosen Centre Hotel from 11 - 13 November, 2004 hosted by Flyer Publishing.

We are currently planning the program (both social and working sessions) and are thrilled to announce the gala party venue will be the House of Blues. Located in Downtown Disney just minutes walk away from Pleasure Island (need we say more) the cuisine is Mississippi-Delta inspired (think creole jambalaya and cajun catfish), and the music comes in the form of blues, jazz, and rock 'n' roll (artists



who have played there include Aretha Franklin, Steve Winwood, James Brown, and Huey Lewis). Have you booked your holidays yet? Don't forget Disney's Magic Kingdom/MGM Studios/Epcot Centre/Animal Kingdom, the Kennedy Space Centre, air-boat rides through the alligator swamps, and shopping at those premium outlet malls!

Committee brief...

As you have read elsewhere in this newsletter, Stefan Anderson will be stepping down as ICMA Chairman from 30 June, when he officially leaves Infosto Oy for pastures new. Jill Armer, Director of Operations for Buy & Sell, and the current ICMA Secretary, will be Acting Chairperson from 1 July until an election is held at the Orlando General Meeting.

The six-strong Committee will continue to work on several important projects over the summer including:

- developing the 'Competition' theme and programme for the Orlando GM
- identifying a partner for Project Phoenix
- progressing the proposed link-up between NANI and the ADEX
- the US recruitment drive (thanks Jack!)
- developing new revenue streams

The Committee meet again 23-24 July in St Petersburg in Russia. If you have any issues that you would like to be considered for their agenda, please contact Lucie at l.hime@icmaonline.org.

Magic bus, all-prize lottery, talented children and barbecue picnic

The 10th Camelot Anniversary

On the 12th of May the free ads paper Camelot celebrated its 10th anniversary. Quite an occasion I am sure you will agree!

During this festive day, from the early morning to the late evening, a special free bus decorated with balloons, posters and... our colleagues roamed all over the city. Everybody who got on this bus was given various gifts from Camelot. All day the bus was full of not only happy and contented passengers but of music, songs and poetry (some performed by over-excited passengers). Meanwhile another promotional activity took place. In the busiest streets of the city our daring colleagues arranged the sale of Camelot. Every customer could participate in the all-prize lottery and win a prize - a mug or a T-shirt, a pen or a bar of chocolate - with the Camelot logo.



But in spite of all the brightness of the above-mentioned events the most important one took place in quite a different area. From the 1st to 11th of May, Camelot organized an essay contest among senior pupils of 10 schools. In their works pupils reflected on their future, on the present day values, on what they want to be in the future and what they should do for it now. The independent jury headed by a Doctor of Philosophy from Voronezh State University reviewed the essays... and finally 10 winners were chosen. These 10 deserving student won a place in the training program 'The skills of the business communication' specially adapted for pupils.

And of course we didn't forget about ourselves. As usual on Camelot's birthday we arranged a barbecue picnic that includes amateur performance and traditional awards ceremony. The winners in the 10 main nominations that correspond with 10 values of the company were rewarded with interesting and useful books. Everybody who was present agreed that the celebration was a success. We have stepped over a ten-year-old borderline - we have our own experience to rely on but so many more aims to achieve.

Wish us luck!

Roman Drannikov, Camelot Voronezh

2 NEW METRO TITLES

Northcliffe and Associated Newspapers have launched 2 new Metro titles, one covering the East Midlands (Leicester, Derby, Nottingham) and the other covering the Bristol area (including Cheltenham and Bath).

The East Midlands title was launched on May 24th and has a projected distribution of 60,000. The Bristol title's launch followed one week later on June 1st with an estimated distribution of 35,000 copies. For both areas, copies will be available on buses and trains, as well as at coffee shops and hospitals. nng.co.uk



Trader Classified Media goes shopping...

Trader Classified Media announced on 13 May 2004 that it had acquired 60% of leading Spanish jobs portal, Infojobs.net for €13.7 million (\$16.5 million USD), and plans to roll out its technology across Europe.

Infojobs.net's previous owner, Grupo Intercom, specializes in the set-up and development of successful Internet businesses. Infojobs.net was founded in 1998 and now occupies the # 1 position, accounting for a 77% share of the market and an annual turnover of €5 million (\$6 million USD).

Infojobs.net operates a competitive service where small and medium sized companies can use online e-recruiting solutions for free, while larger enterprises are charged a fee to post job vacancies. These are then matched automatically with suitable job-seekers. Trader Classified Media's purchase valued the business at €22.8 million

(\$27.4 million USD) and they retain the option to purchase the remaining 40% in the future.

"The Internet is a key growth area for our company and we are delighted by the opportunity that this acquisition affords," Trader Classified Media CEO John MacBain said in the announcement. "We now have the leading position in Spain and the competitive technology to develop this business in new markets within Europe and elsewhere."

Antonio González, Grupo Intercom president, said "For Grupo Intercom, as an incubator specialized in online classifieds, with 20 businesses on the Internet, this alliance with a world leader in classified advertising means a great opportunity. The incorporation of InfoJobs.net into Trader Classified Media will provide InfoJobs.net the excellent opportunity to reach a level of leadership in other countries, as it has achieved in the Spanish market."



Bargain News expands into New Jersey

Bargain News, LLC and its New York City based Car Buyer's Market auto weekly has recently opened a new office in Clifton, New Jersey.

In order to properly serve the readers and advertisers in the fast growing New Jersey market, Car Buyer's Market has opened offices in the center of this highly concentrated population. "Our fastest growth area over the past few years has been in Northern New Jersey, we want to be able to better take advantage of the strong brand position we have already established there" said Dan Rindos. The office will concentrate on sales and service for the area, as well as expanding a local free automotive publication throughout the state.

With offices now in Connecticut, New York, and New Jersey, the company is now firmly positioned in the most densely populated areas of the Northern US with three paid circulation newsstand products and 5 localized free distribution products.

HOW THE WEST WAS WON!

'There Can Be Only One' Campaign - as Buy & Sell takes on start up competitor!

Learn how Buy & Sell in Ireland took on a new competitor not only encroaching on their territory and also using their trading name. A blistering campaign using the tagline from the Highlander movies 'there can be only one' was launched and succeeded in not only putting the upstart out of business but also opening a new market for them. For the full article check the ICMA news website or click here now.

www.icmaonline.org/News/NewsDetail.aspx?id=96



The Hague report

The Dutch weather hadn't made its mind up in the few days before The Hague General Meeting kicked off and everyone at Head Office was praying that the rain would hold off for the outdoor activities we had planned. Fortunately, the sun shone and the breeze blew (just enough) to make the Thursday sailing trip on the Minerva a great success. We still can't work out quite how Jeff Watine of Calligramme managed to catch a cooked prawn though! There were dark mutterings of a dry-suited diver having been persuaded to swim underneath the boat to hook the pre-frozen prawn onto a hook but we can't believe that story, can we? Congratulations to Sarah Pate of Ipix who was successful in catching something and commiserations to Emilia Knight, also of Ipix who was that something...

After the welcome from Peter Eillebrecht of ViaVia and a short speech from Stefan Anderson introducing new members and guests, delegates got down to the serious business of networking and exchanging ideas with each other in the beautiful ICMA Member Lounge, overlooking the seafront. ICMA was delighted to welcome attendees from new members Anuntul, Pronto Centre and BoHil Media as well as guests Craig and Marilyn McMullin of the Association of Free Community Papers in the USA.

FRIDAY 7 MAY, PLENARY DAY

Bright and early on Friday morning, delegates crowded into the main conference room to hear the new members introduce themselves and to quiz them about their businesses. The keynote speaker, Danny Meadows-Klue, CEO of the Interactive Advertising Bureau arrived from the airport with minutes to spare, and launched into an extremely comprehensive analysis of how online was changing consumer and advertiser behaviour, and the seven main strategies that classified media businesses could pursue to compete effectively. His presentation was packed with valuable data and insights and was greatly appreciated by delegates.



"Inspiring, relevant and contextual" - "Stunning information and a very good presentation" - "Perfectly described the trends and opportunities"

Track One

Splitting into two groups, Track One tackled the ever-relevant (and profitable!) theme of upselling. Chaired by Felix Erken, this panel brought together ICMA members from Ireland, the Netherlands and the USA who all told of their experiences in moving to an actively upselling approach. The 'soft sell' was the preferred route, offering the private advertiser a choice and therefore better service, although ViaVia had already implemented an outbound calling programme.

"I received a lot of ideas on how to improve" - "We are just planning to do more upselling, so info was very pertinent."

Delegates by now were becoming trained in returning to the conference rooms whenever they heard the tinkling bell and so, after a lunch in the Galerij overlooking the sea, the afternoon sessions began (almost on time).

Helmut Pollinger of Ocasião touched on a theme that I'm sure we will return to again, the convergence and synergies between directional media (directories, yellow pages etc.), Search-Find-Obtain services (e.g. Google, Yahoo!) and classified media. This has only just started in Ocasião's case, following their purchase by the Telecom Group of Portugal. Helmut was succeeded by one of ICMA's regular speakers, Peter Rees of Trader Classified Media who presented TCM's successful approach to selling national and brand advertising. TCM has enjoyed some success in this area, particularly in the Australian market and are taking the lessons learnt to support their efforts in other markets.

Track Two

In Track Two, delegates were tackling niche publishing from two very different angles. Mark Schiffmacher of Target Media Partners gave concrete examples of how TMP had exploited this concept to great effect

and profitability with a series of photoshopper titles, whilst a guest speaker, Johan Siwers of Match.com looked at how the personals sector had been revitalized through Match's development of services around the core product.



Catriona Campbell of the Usability Company, Peter Mørkennborg of Den Blå Avis and Hélène Spierings of De Vondst were addressing the issue of usability of websites. Whilst everyone was uniformly enthusiastic about the content of this session, there was not enough time (is there ever?) to explore everything and answer everyone's questions and so this will definitely be revisited in future programmes.

On to how technology can help classified businesses improve processes, productivity and profits, and delegates heard from two leaders in their field - ISV and Rosetta - who both presented case-studies of how they and their technologies had directly contributed to the success of classified businesses.



The two tracks came back together after the coffee-break for a panel of experts who discussed the free-distribution model and why it was so successful. Craig McMullin of the Association of Free Community Papers chaired this panel and opened with some very interesting insights into the American free-distribution market and the trends that the AFCP was observing. Craig was joined by two relatively new ICMA members, Rob Paterson of Friday-Ad and Jim Kendall of Flyer Publishing, both specialists in free-distribution classifieds, and also Lawson Muncaster of Metro who flew in straight from launching the New York edition. There were lots of questions, particularly to Lawson, as Metro have now started exercising their commercial muscle and have launched two real estate advertising-only titles 'Hus & Hem' in Stockholm and Malmö.



On to an innovation for ICMA, the Speed-Dating Hour, where delegates got to quiz each other for a strictly limited three minutes - those bells again! - and score the quality and relevance of their 'date's' ideas. Congratulations to Kaisa Ala-Laurila of Infosto and Andreas Koestler of The Yellow Paper who came out top of their respective groups!

SATURDAY 8 MAY

Not quite so bright and early the next day, 40 publishers, 20 sales managers and 10 adex experts gathered for their respective meetings. The remaining brave souls pedaled off on their bicycle tour of Den Haag - at least it had stopped raining by then!

Publishers' Meeting

The Publishers' Meeting, chaired by Peter Rees of Trader Classified Media, opened with some thoughts on the changes that classified publishers were facing. The external speaker, Peter Norman of Wireless Information Network, talked about the opportunities offered by the mobile channel and how important it was that publishers seize this chance to act as an intermediary because otherwise advertisers would do it for themselves. The Chair for the Publishers' Meeting in Orlando was appointed by general acclamation - Claire Payne, the MD of LOOT will direct proceedings in November.

Sales' Managers' Workshop

The new, revamped and improved Sales Managers' Workshop, chaired by Niki Hall of Associated Newspapers, featured an external speaker, Julia Arthur, Advertisement Director of Grimsby & Scunthorpe Newspapers, part of the Northcliffe Group. She spoke about how she had re-organised and re-motivated her ad sales department and

harnessed their innate creativity. All delegates had brought ideas and innovations to present and discuss and (as with all salespeople), it was hard to stop them talking once they'd got started! Everyone generally agreed that the meeting was extremely useful and relevant. Thanks to Niki and everyone who contributed...

"The presentation was great and the ideas were very interesting" - "Very active members, many ideas" - "Overall very good and extremely well hosted"

Adex Sales Drive

The Adex sales drive was attended by a loyal coterie of adex experts and chaired by Gavin Reynolds. There was a frank and open exchange of views and it was particularly interesting for new attendees to learn from more established players.

Business Meeting

On to the Business Meeting where delegates heard more from the Committee and Head Office about ongoing activities, finances and new projects.

Felix Erken also made a special vote of thanks to Stefan Anderson, who will be stepping down as ICMA Chairman at the end of June 2004 when he leaves his current post as CEO of Infosto. Jill Armer of Buy & Sell Ireland, will be filling the post of Chair, ably supported by the rest of the Committee, until an election for Chair takes place at the Orlando General Meeting.

And so it was onto the buses in our sequins and stilettos for the Gala Party, hosted by ViaVia! This took place in a beautiful old Dutch house in Delft called 'De Lindenhof' with some of the biggest and most beautiful chandeliers ever. The delicious dinner was followed by Jamento, an explosive five-piece combo (six if you count Faisal from ViaVia, an experienced singer, who helped out the lead singer whenever he could!). The wine flowed, the dancers writhed and at least one person said that this was definitely their gym workout for the week! Many thanks to ViaVia for such a great time!



DELEGATES' COMMENTS

'Very inspiring - I'll make sure I attend the next one in Orlando.'

'I just would like to thank you for your hospitality, the perfect organization and the new suggestions.'

'I'd like to thank you... you've done a great job. It was so well organized and I surely learnt a lot!! There are soooo many ideas that I would like to apply!'

'I'd like to thank you one more time for your tremendous job in organising The Hague GM. In my opinion this GM was in all meanings the best one I ever have participated. The program was well composed, participants... I enhanced my pool of knowledge much more in three days than in the last year.'



Eyetrack Study may surprise you

Do you really want to know that new research suggests online audiences focus on text and avoid advertisements? Our members can relax though as the one exception in this study was a simulated all-text classifieds section - quite a few eyeballs stopped on those ads.

Beyond the routine data on page views, unique users, and session duration, wouldn't it be nice to know how readers scan a Web page before clicking off to somewhere else? Do they glance at photos or headlines first? Is left-to-right reading the norm online? Do users scroll "below the fold"? And most importantly for us: Does anyone look at advertisements? Some of the preliminary findings of a study released by Poynter in April may (or may not) surprise you.

Headlines?

Web users accustomed to performing searches may only look at the headlines of their results and rarely

read the blurb below. Only when they don't get enough information from the headline will they then read further. This indicates that the ability to write a good headline is vital and increasing in importance.

Photos?

Photos typically got far less eyeballs than text. The one exception is those photos with well-known human faces in them tended to get more glances. Size is also a factor (but isn't it always). Text however still gets more action on news sites. It is suggested that we tend to be very task-oriented which may explain why we're less interested in photographs.

Do

Do share this with your advertisers. On every type of news page presented, users discerned where the ads were and ignored them. With the one exception in this study being the all-text classifieds section as mentioned above.



Graveyard

The lower right-hand corner of the Web page. No matter what was there, users tended to avoid looking at this graveyard of a space.

If you are interested in more in-depth information check out the Eyetracker site on Poynter.org (www.poynter.org/column.asp?id=64&aid=5886)

Editor & Publisher / Poynter.org

Phones that find a mate

Did you think you were catching up with the market by developing your online services? Now you need to consider jumping one step further. There is now another alternative thanks to Bluetooth technology and the wireless revolution.

A variety of services are now available which fall under the category of bluejacking or toothing. One service allows subscribers to store their personal details and what they want from a partner and when there are enough similarities between two people and they happen to be in the same area, it tells their phones to communicate with each other.

For some toothing (a form of anonymous sex with strangers) is certainly livening up life for some bored commuters. For others (using a service called Serendipity) it increases the chance of finding a soul-mate. Expensive, complex technology but there is no getting away from our base human needs!

Mobile networks have yet to show an interest in the new wireless-based introduction service but many in the industry believe it is only a matter of time.

Reuters



Advertisers finally move online - with classifieds taking up 37% of all online ads

The online advertising market grew by more than 40 per cent last year, outstripping the broader ad industry and giving rise to claims that the medium has finally landed a permanent place on the advertiser's schedule.

The Audit Bureau of Circulations has found €192 million (\$236 million USD) was spent on online ads in 2003, up from €114 million (\$140 million USD) in 2002. Although online's share of the pie is dwarfed by other media such as TV and newspapers, which account for €1.79 billion (\$2.2 billion USD) and €2.5 billion (\$3.1 billion USD) respectively, it is catching up with radio and outdoor.

In the six months to December 31, online advertising grew 51 per cent, reflecting renewed optimism in the market as spending rose to levels not seen since 2000.

Classifieds took the lion's share of online ads with 37 per cent, followed by display ads, such as banners and sponsorship, at 34 per cent.

The search and directories category, where a company pays for a listing at the top of a search result, attracted 29 per cent.

Overall, the value of the advertising market increased by an estimated 7 per cent in 2003. The figures are cited as evidence of a turning point for the online ad industry, which has had to fight hard for its share.

"Online is no longer something that's tagged on to the end of the schedule."

Financial companies remain the biggest spenders online, followed by computer technology companies and car makers, the Online Advertising Expenditure report found.

smh.com.au

GET THE MESSAGE - SMS

SMS, or Short Message Service - has finally attracted the attention of big business. The surge of reality TV is said to have played a large factor in this. The high exposure of interactive mobile services and premium SMS has been driven by interactive TV events such as Big Brother and Idols.

The potential of SMS in the business sector is explosive, with still only a relatively small percentage of businesses using SMS. There are millions of handsets out there pre-loaded with this functionality and business is becoming aware of its cost-effectiveness and the potential to reach a mass market.

Traditional corporate clients are testing the medium by implementing SMS broadcasts via PC as an internal communication function for messages to staff, suppliers or clients, sales-based organisations are utilising the medium

for the transmission of critical information in real time and service-based organisations are using it to create an immediate access point to the customer.

Organisations are reaping the benefits through significant cost savings, labour and time efficiencies. The rise of more sophisticated uses of the medium through premium-rate SMS allows corporates to charge anything from cents to euro's for their content and recover costs.

Branded SMS services for marketing advertising campaigns and informational messages are set to drive further growth.

cebit.com.au

The San Francisco Chronicle has turned web-based automotive listings into a unique print opportunity

Total auto - in reverse

Their mission was to become the dominant source for used vehicles. This meant outclassing Yahoo!! Their strategy to achieve that goal hinged on five basic steps:

- Offer free basic online inventory listings on the newspaper's Web site, SFGate.com;
- Sign on a large number of participating dealers;
- Consistently grow the number of online used-vehicle listings;
- Upsell special banner Web packages; and
- Leverage online listings into print publications.

"We replicated the initial AutoTrader.com pricing model of putting each participating dealer's entire inventory online for free and charged for the add-ons," said Manny Erives, classified advertising manager automotive/real estate at the San Francisco Chronicle. "We now have more than 27,000 used cars on our Web site at any given time. Once this had proven successful, we re-purposed this content in print form with the creation of Total Auto, our used-vehicle niche publication," he added.

Why is this so unique?

Approximately eight months ago, TotalAuto made its debut. The bimonthly product features Friday distribution of 40,000 copies in 500 community rack locations. But how does it differ from other niche publications?

Well, basically it requires very little labor from San Francisco Chronicle's production staff members. SFGate.com serves as the content source, dealer



used vehicle inventory is downloaded straight from the Web site as part of an automated process, and there is no keystroking or weekly photography required.

What's next?

Erives reported that the San Francisco Chronicle has experienced tremendous success with Total Auto in its eight-month existence. The publication is on track to generate €495,000 (\$600,000 USD) per year. But as far as Erives is concerned, it has just scratched the surface of its capabilities. They plan to go weekly and adding private party advertising to the mix.

A little advice

Erives offered a few tips for newspapers interested in implementing a similar concept.

- Analyze the online competition in your marketplace;
- Review your online sales strategy;
- Become the dominant online site
- Leverage the database content; and
- Get support systems on board.

"It's imperative that you are able to offer the lion's share of your market's listings online," he said: "Then rollout the print product, be it full run, zoned or niche."

Target Media Partners

Google - Personalised & Local

Getting Personal

New offerings from Google include a revolutionary search engine that uses user preferences to match search results to their interests, a service that delivers search results via email, and an enhanced interface for Google web sites worldwide.

Google Personalized Web Search and Google Web Alerts, both debuting on Google Labs, enable searchers to specify what interests them and to receive customized results based on those interests. Changes to the Google interface improve the speed and accessibility of Google's search offerings, further demonstrating the company's focus on providing the best search experience for users.

More information about both services can be found at <http://labs.google.com>.

Local Information for Local People

Perhaps most interesting to ICMA members is another new system being introduced by Google designed to make it easier for people to find things closer to their homes. This will potentially allow Google to make more money selling ads to small businesses.

This seems to be a global trend with Yellow Pages publishers in Australia and Sweden buying leading classifieds papers in their respective markets with the aim of integrating online classifieds with local search and directory sites.

In just a few months, local search has emerged as an important influence on the future of advertising, underscored by Google's pending IPO and growing influence.

Google's new search formulas will allow users to find more local information in response to search requests that include a ZIP code or a city's name (U.S. oriented for now). Google says these geographic queries are now more likely to generate phone numbers and specific addresses on its main results page. To check this out go to <http://local.google.com>.

About 70% of Google users seeking information about a merchant are primarily interested in local results, said Marissa Mayer, Google's director of consumer Web products. It is estimated that small businesses spend over €18 billion (\$22 billion USD) annually on local ads in the Yellow Pages, newspapers and direct mail. The challenge will be to divert some of these dollars into Google's pockets.

Dow Jones Newswires / Associated Press / Classified Intelligence



Monster expansion

As a part of their global strategy to increase revenue Monster Worldwide bought Tickle.com quickly followed by Indian job board JobsAhead.com the next day.

These acquisitions are preceded by Monster's recent purchase of Germany's JobPilot and Military.com, a veterans' site. Can they transfer a U.S. brand to Europe - time will tell. Not to mention that the German portal T-Online has now booted Jobpilot off its site and signed an exclusive deal with rival Jobscout.

On the employment-ad front, a new report from JP Morgan values CareerBuilder at €1.4 billion (\$1.7 billion USD). Meanwhile, the Direct Employers Association is signing on more companies to its job-wrapping board.

Classified Intelligence LLC

LATEST INDUSTRY NEWS

For the latest industry news check the ICMA home page under NEWS HEADLINES - www.icmaonline.org

UPCOMING EVENTS

15 - 18 September 2004
INMA EUROPE CONFERENCE
 Florence, Italy
www.inma.org

11 - 14 October 2004
IFRAEXPO 2004
 Amsterdam, The Netherlands
www.ifra.com

11 - 13 November 2004
ORLANDO ICMA GENERAL MEETING
 Theme: Competition
 Orlando, Florida, USA
www.icmaonline.org



India, November 2005 New Delhi ICMA General Meeting

I know it is some time away but it is never too early to plan these things (ask any fanatic holiday planner) - especially as all foreigners need a valid passport (6 months) and a visa to enter India. This is your chance to not only attend the New Delhi ICMA Meeting this but also explore the wonders that abound in India. The weather in November will be near perfect - a moderate dry heat of around 25 degrees while you wander the local spice markets, perhaps take in some yoga or ayurveda treatments, or check out ancient art, brilliant silks, cottons, exquisite silverwork, gems, and the like. The Taj Mahal and Jaipur (the pink city) are also close by and perfect for a weekend side trip - to check out more go to www.tourismofindia.com/index.htm.

Use Emotion

Private Breakthrough Secret Fear
 Free Sex Money Love
 New Discover Revealed Power Magic

Research shows that these words all work for classified ads, because they are strongly connected to our emotions. Test them and check the response.

Advertising Exposure

NEW CONTACTS

"ICMA making fertility easier"

Well I don't know what it is about the FAPCOM software (maybe some strange sort of electro-magnetic fields??), but the trend of ACPs falling pregnant continues. Congratulations to our 2 new mothers to be:

Segundamano Milan

Nadia Bianchi has temporarily left on maternity leave. Alberto Ruzzi has taken over her duties in the meantime; he can be contacted on Alberto.Ruzzi@secondamano.it

Camelot Voronezh

After taking over from Oleg Tomilin at the start of this year, its time for Svetlana Volkova to step aside as she has just left on maternity leave. Her

position is being filled by Roman Drannikov. Roman's contact details are DrannikovR@cmlt.ru

Congratulations to both women, and don't forget if it's a boy, Gavin is a fine name! Also to those of you whose friends are having trouble conceiving, sit them down beside a PC with a copy of FAPCOM for an hour or 2, you never know it might work!

Anuntul Telefonic Bucharest

Anuntul are recent members of the Ad Exchange. Their ACP is called Radu Bradeanu. From my brief dealings with him I can tell you he's a gentleman, scholar and a keen fisherman! I am sure you will join me in welcoming Anuntul and Radu to the Ad Exchange. Radu can be reached at atrb@icmaonline.at



ICMA Committee Members

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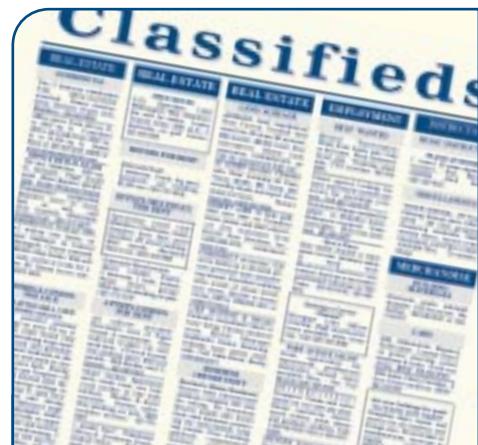
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ICMA Newsletter

This newsletter is a members publication for ICMA and is published four times a year.
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Next Edition - No.4/2004

ICMA's last newsletter for 2004 is due out early October. The due date for any contributions will be 9 September, 2004.