

Coming and going...

Welcome to the spring edition of the ICMA newsletter, a little earlier than usual as we wanted to report on Lisbon as soon as possible, and introduce you all to what we're planning for the Amsterdam GM so you can block those dates in your diary and start putting out your clogs!

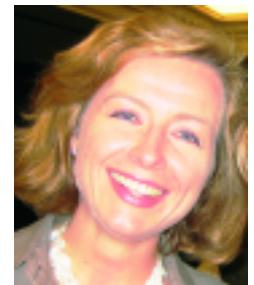
Time seems to move all too fast nowadays, it feels like yesterday when I interviewed Karina just a couple of weeks before the Orlando GM. Now with the Barcelona, India, Toronto, Munich and Lisbon GM's under her belt, she's leaving us for pastures new. I'd like to thank her very much for all her hard work, attention to detail, excellent budgeting (hot tip: always put a Dutch person in charge of the money!), and general good humour

whilst carrying out what is definitely the most stressful role at Head Office.

Also leaving us this summer will be Craig as we spin-off PHOENIX to a third-party. Craig joined ICMA in 2004 to replace Gavin, and has worked extremely hard to launch, develop and administer PHOENIX since then, as well as liaising with speakers at GM's, guiding Head Office to a better IT set-up and designing a promising contact database. Thanks very much for all your efforts...

I'm delighted to introduce Shay Klomp Bueters as Karina's replacement. Lisbon attendees will have met Shay already and she's been thrown in at the deep end with a GM, finalizing the Amsterdam contract and Gala Party and a site-visit to Istanbul all in her first 4 weeks with us! She introduces herself on page 2.

I'd also like to welcome the new Committee, elected to serve a 2-year term of office as your representatives. I'm looking forward to working with them to develop and improve the value that we offer members, as well as renewing our recruitment efforts so we can increase the knowledge network for you all. And finally, a huge thank you to Jill Armer for all her input, good humour and support as chairperson over the past three years.



Enjoy the newsletter and what passes for summer in northern Europe(!)

Lucie Hime, ICMA Executive Director

From the Chairperson

Dear all,

In the first few days back after the Lisbon GM I'm thinking this job is easy – a few quick replies to the 100 or so emails Lucie sent – no problem.

But as with most things, it's not until you start actually doing it yourself that you realise how much is involved. So I'd like to thank Jill Armer once again for being such a great chairperson, I'm just beginning to appreciate how very ably she helped to move us all forward.

So another GM has been and all too quickly gone. My abiding memories of Lisbon will be the football (thanks Gerald, I'm now close to recovery), the members

who presented and the exceptional hospitality of Ocasiao and Helmut, in particular.

On the subject of members presenting, time and again in our post conference surveys this is what you like the best – please let us know if you'd like to share your online experiences in Amsterdam, good or bad.

Looking back at Jill's articles, she always included some reference to either what Buy&Sell were doing or what was happening in the media world in general. So I figured I should follow suit; as some of you will know I live with 7 women (6 of them are my daughters) and 5 of these are teenagers.



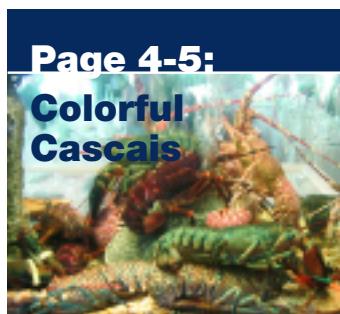
The other day Katie (18) demanded a copy of Friday-Ad. When I told her there wasn't one, she flew into a typical teenage rage against the world. After she'd calmed down I asked her why she wanted one – she wanted to apply for a summer job.

Here's my chance to be Superdad I thought – so I coolly informed that she could find the advert online – she did, applied and got the job.

But here's the question – why did Katie still think in terms of print or why didn't she immediately think of us online? – she's 18 and is all over MySpace, Facebook, Bebo and MSN. What have we got to do to engage this generation – so that when they're looking for a job, a car, a flat they think of us first either online or in print?

Maybe we can come up with some answers in Amsterdam.

Rob Paterson, ICMA Chairperson



Page 4-5:
Colorful Cascais

It was another memorable General Meeting, a fantastic 3 days with outstanding speakers, workshops, meetings, not to mention the social events – wine tasting in Colares, the evening of hammers at the Mar Do Guincho restaurant – (I can only imagine the reputation Ocasiao has there now!) And, of course, finishing off the Lisbon GM with one of the best Gala Parties in recent years, at the beautiful Penha Longa, hosted by our marvellous hosts Helmut and the Ocasiao team! Way to go!

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Time for a new face

After more than two and a half years, it is time for a new Events & Communications Manager. The 'standard' time was a year, so I lasted pretty long ;-)

It was a great time, learning about classified media and getting to know a lot of you personally at the General Meetings. Coming from an event organising background, I can say the GM's have been the best meetings I ever attended, the atmosphere at these events is fantastic.



I will really miss organising the GM's and meeting you there, but it is time for me to move on. I am going back to corporate event organising, with more opportunity to grow and to have more colleagues around me. It has been great with Lucie and Craig (and Gavin), but after two and a half years with just 3 people we run out of new stories to tell each other.

I am sure Shay will do a great job in looking after you all at the GM's and I wish her all the best!

Doei doe,

Karina van Lenthe

Tot ziens!

After two years with ICMA I will be leaving very shortly and I wanted to take this last opportunity to say a last goodbye!

I have certainly had an interesting time working for the Association and in particular, launching and developing the PHOENIX system has proved one of my most challenging tasks for sure.

I would especially like to extend my thanks for the valuable contributions and constructive feedback received from all the ad-exchange ACPs who keep the system running and help maintain this truly unique service. Long may it reign after my departure!

Good luck!

Craig Wilkinson



A new ship to be sailed

After the farewells from Craig and Karina, I am sure you are wondering about the new recruit at the Head Office. That would be me! Shay Klomp Bueters. And despite the exotic Dutch surname (I have my Dutch husband to thank for that!) I am an American.

I have been living in Amsterdam for the last 2 years, and I have been enjoying the opportunity to learn more about the culture and language of the Dutchies. (That being said, I am still working on how to pronounce my last name correctly, so there is always room for improvement!)

As far as my background in events, I had an amazing experience in working for Holland America Cruise Lines in the Entertainment department for over five years. It was an opportunity that also welcomed travel and working with diverse nationalities from around the world, as well as organizing special events on the ship with itineraries varying from 7-100 day cruises.

Once deciding to settle in Amsterdam, I was fortunate to find a job working for a start-up corporate conference planning organization, International Management Conferences, in which we did similar events as ICMA, throughout Europe. The change of jobs, came due to the company deciding to take a break although fortunately that lead me to this fantastic opportunity to join the ICMA head office as the Events and Communications Manager. I realize I have big shoes to fill, as Karina has done such an outstanding job over the last few years! Although, being able to handover with her for the Lisbon GM, my second week and doing the site visit to Istanbul together has been extremely helpful! ☺ Thanks again Karina!

I am now busy working on the Amsterdam GM, Istanbul GM and hoping to do a site visit to Miami the end of July, to prepare for the Miami GM as well! So jumping in feet first on this new ship of sorts! I have loads of fun ideas for teambuilding events and Gala dinners – so make sure you don't miss out on the upcoming GM's and keep checking out the website to get the most updated information.

And last but not least, I must say it was a true pleasure to meet some of you at the Lisbon General Meeting and I can honestly say that I feel extremely fortunate to be working for such an incredible Association with such a diverse membership from around the



world. And I look forward to meeting even more of you at the Amsterdam GM in November. I assure you it is a GM not to be missed!

Shay Klomp Bueters

Committee brief

The new Committee of seven ICMA members (see back page for the full list and contact details) was elected in Lisbon for a two-year term of office and is already getting up to speed.

A conference call will take place in June and the Committee will hold their summer meeting in Amsterdam on Monday 9 July. High on the list of priorities will be the conclusion of the agreement to spin-off PHOENIX, the development of the Amsterdam GM programme and a re-invigorated recruitment strategy to take advantage of the new membership criteria.

One of the innovations in Amsterdam will be the introduction of a special benchmarking 'event' (see article on Amsterdam for further details). Prior to the summer meeting, the Committee will also analyse the Lisbon feedback to see what we can improve upon (I'm guessing timing and noise levels!), and what we can build on for the future.

For the record, Josef Kogler of Inform Media Group was appointed Secretary to replace Rob Paterson who became Chairperson; David Waghorne of Northcliffe remains as Treasurer.

If you have any issues that you would like the Committee to include in their agenda, please contact Lucie Hime at Head Office on l.hime@icmaonline.org or any of the Committee themselves (details on the back page of this newsletter).

Welkom in Amsterdam!

We've barely dusted the Portuguese sand from our feet and Head Office is already working hard on the Amsterdam GM for this autumn. The outgoing Committee endorsed Gerald Coniel's proposal to focus 100% in Amsterdam on the technology and online issues that are impacting the classified media industry. Lucie's still trying to dream up a snappy title for the brochure, but rest assured, the event will be packed with all your favourite "sexy" online topics.



As in Munich in 2006, the conference starts on the Wednesday and will run for the extra Plenary Day so we can pack in more formal sessions, and yet still leave enough time for the essential networking that delivers the additional unique value for delegates.

THURSDAY 1 NOVEMBER

Thursday's a full day of plenary sessions, and following the Chair's opening, we'll have a seriously heavyweight keynote address which will tackle the strategic and technological challenges that we're all facing, speaker to be confirmed very soon.

There will be an extensive series of mobile case-studies facilitated by Bob Cauthorn of CityTools (some of you will remember him as the excellent external speaker at the Barcelona Publishers' Meeting). Yahoo! has also expressed an interest in participating in this session too.

The programme will also look at the success of online verticals in the Netherlands, Finland and wider Europe and ask whether increased verticalisation is the final destination of classified media.

Finally, Dan Rindos of Bargain News will be sharing some of the technological innovations that he has implemented at www.bargainnews.com, and Ilse Media (the Dutch arm of Sanoma) will explain why they believe print is dead.

FRIDAY 2 NOVEMBER

To get Friday off to a good start and ensure that everyone turns up on time, we'll start with the best online business models we can think of. Den Blaa Avis from Denmark will be presenting



and we hope to welcome Beverly Crandon, formerly of Trader Media Corporation to explain why Web 2.0 matters.

The second session will look at the risks and rewards of partnerships, and the rights and wrongs of aggregation. Plus a presentation on a new initiative which could benefit us all – a links directory.

Confirmed afternoon workshops and facilitators to date include:

- **Search Engine Optimisation** - David St John-Tradewell of Spannerworks
- **People management and motivation in the online sector** - the ever-popular Peter Lamb
- **Mobile** - Mark Challinor of G8Wave
- **The Street Fighter** - Mike Blinder of The Blinder Group

... and the final topics could include: more usability, technological innovation and developing niche products online – suggestions to Head Office please!

SATURDAY 3 NOVEMBER

The regular Publishers' Meeting and Sales Managers' Workshop on Saturday – Gerald Coniel will lead the publishers in an intensive and critical examination of the technological challenges that we're all facing.

Peter Lamb, one of the best sales trainers around, has volunteered to lead the Sales Managers' Workshop, we're very grateful to him.

Shay has found us a fabulous venue for the all-important Gala Party, we're still finalising the last few details and the contract so we can't say too much, but you won't be disappointed!

The full and confirmed programme will be mailed out to members and online registration will be available from late August.

A benchmarking what?

Genevieve Lebrun wasn't even on the Committee when she came up with this idea but it has been adopted enthusiastically and is being developed by Head Office. Instead of asking you all to complete a long and complicated survey (and then Head Office crunch all the responses to produce means, medians, modes and percentages), we're simplifying the entire benchmarking process and making it much more meaningful and enjoyable.

Publishers will be asked to research a short list of key metrics in advance of the GM, such as percentage of ads booked online, number of ads upsold, average user session length, or proportion of private vs commercial ads sold. A special closed session will be held for a limited number of participants where publishers can gather in a relaxed and uninterrupted atmosphere to compare their numbers, and most importantly, discuss and debate the reasons behind them. Doing this face to face in small groups, instead of just discovering where you are in relation to the industry average, will deliver real added value as publishers can find out exactly what they need to do to improve their key metrics.

The Committee will be helping Head Office finalise these plans and the required metrics, if you'd like to contribute to these discussions, please contact Lucie on l.hime@icmanline.org or any of the Committee



Things we will do better at...

Reviewing the feedback from Lisbon, there are a number of things that we will be changing to improve the delegate experience in Amsterdam.



TIMING AND LENGTH OF PRESENTATIONS: we will police this more effectively and as we have two full Plenary Days, Lucie will resist the temptation to pack too many speakers into the programme.

NOISE LEVELS IN THE WORKSHOPS: we have arranged separate rooms for all 6 of the

round-table workshops in Amsterdam to ensure that you can all hear the discussions without having to shout.

MEMBER SPEAKERS: we are making it a priority to recruit as many member speakers as possible for Amsterdam as you consistently say that these are the best value presentations – think of Clara Llamas' and Koen Vandaele's presentations in Lisbon, (and just about every presentation Peter Rees has ever made). You all are doing remarkable things that other ICMA members would find interesting and useful to hear about, please don't assume that someone else will volunteer! Contact Lucie at l.hime@icmanline.org.

Lisbon General Meeting report

When Lucie, Karina, Craig and new recruit Shay woke up on Monday morning in the Hotel Miragem Cascais, the weather was kind, and some of us even had a swim in the wonderful infinity pool overlooking the Atlantic.

After meeting the hotel, the wine-tasting company and the AV company, we set up the office and braced ourselves for the first influx of delegates at the registration desk on Thursday. Old friends greeted each other, introduced new colleagues and caught up with the latest news

and gossip as they settled down to lunch before boarding the bus to Colares for the wine-tasting. The coach trip took us through Sintra, a beautiful mountain town with imposing palaces and spectacular views into the valleys below. We were taken into the huge open cellar of the main wine co-operative in Colares where the cellar-master presented four of the local wines for delegates to try. After much sipping (and no spitting that I could see!), the French took over and Gerald and Matthieu successfully identified the mystery wines in the final blind-tasting.



We relocated the Welcome Reception to the Oceanus Bar in the hotel as more late-arriving delegates trickled in, including Sally and Melanie who emerged from the spa swathed in dressing-gowns just as everyone arrived. Jill welcomed everyone, said a special thank you to ISV GmbH which was sponsoring the event to mark their 20th anniversary, introduced the new members and first-timers, and outlined the programme for the next few days. Everyone settled down to dinner in the Restaurant Cascais, the football team finally arrived back with a minimum number of injuries, and we all repaired to the bar for a few well-earned drinks.

Bright and early on Friday, delegates gathered in the main conference room for the start of the Plenary sessions. Jill introduced three new members who briefly presented their businesses – Martha de la Torre from El Clasificado in the USA, Timo Lahti and Tomi Tontti from Alma Media Interactive in Finland and Saleh AlHumaidan from Alyaum Newspapers in Saudi Arabia – before moving onto the joint keynote presentation from Jim Townsend and Peter Rees which focused on the challenges of competition that our industry is facing, on both sides of the Atlantic.

Peter made his usual excellent presentation and he was followed by an erudite and detailed session from Ed Strapagiel of Kubas Consultants who discussed the different approaches to advertising pricing that are open to publishers which will help them improve pricing discipline and maximize their margins. Clara Llamas of Trader Media East turned theory into practice with examples of how she and her team had revised the pricing policy for different products in Russia, Croatia and Poland. Her most important point? One size (of pricing policy) really doesn't fit all.

David St John-Tradewell of Spannerworks, a UK-based SEO company, presented some thoughts on what search and SEO should mean for classified publishers. He identified three main factors of content, architecture and link reputation (link equity) and highlighted the fact that search terms used for classified sites are much longer and more complex than for other products (e.g. "Nissan Micra, 3-door, red, electric windows, Brixton London" as opposed to "cheap car insurance").

After returning from lunch, Koen Vandaele of Koopjeskrant demonstrated some software that digitized magazines and explained how he had used this to solve several business challenges such as reducing postage costs, maintaining control of a niche vertical such as pets and developing new opportunities such as contract publishing.



Obrigada!

One of the great unknowns of any GM for Head Office is the relationship that we will have with the host of the meeting. Will they be hands-on, or simply expect us to get on with it? Personally involved in all the smallest details, or leave it all to their PA? We have been blessed in recent years with some fantastic hosts – who can forget Sidharth and his family's incredible welcome in India? And the amazing efficiency and organization of Matthias and Quoka in Munich?

Helmut, Brigitte and the team from Ocasiao have raised the bar even higher for future hosts. From the very first contacts to plan the site visit, Helmut was intimately involved in the entire process, guiding, advising, testing restaurants, driving Karina about, negotiating with the Penha Longa for the best possible deal for a wonderful Gala Party, buying a job-lot of hammers for the Mar do Guincho evening, organizing free buses for us, evaluating bands and DJ's, lending us a computer, commissioning beautiful "azulejo" tiles for the conference bags and welcoming several delegates to tour the Ocasiao offices – he was incredible!

Thanks too, particularly to Hugo for helping with our sick laptop, Ricardo for all the wonderful photos, Brigitte for stuffing the bags, Ramon for clearing the dance floor and getting everyone on the buses at the end of the

Gala Party, Rui for just looking cool at the pool, and Carla and Manuela for all their hard work behind the scenes.

But it was the amazing personal touch that Helmut brought to everything, from welcoming people in the hotel, and ensuring that we waited for nothing, that made the Lisbon GM very special for Head Office and all the delegates.

Muito obrigada!



A little light relief now with the personals panel with a highly entertaining presentation from Felix Erken of JunkMail which largely focused on the story of Jill, Jack and their offspring Gerald, before moving onto some more serious observations on the monetization of the personals vertical. Felix was succeeded by Damon Russell of Telecom Express, a provider of



After the coffee-break, delegates broke into three workshops which were repeated twice. Peter Rees took delegates through a critique of various homepages, and illustrated several common faults. Dylan Fuller of FAST argued that as over 70% of searches actually bypass search engines and are conducted directly within a website, publishers should pay more attention to enterprise search than SEO. And finally, David Waghorne of Northcliffe shared his own unique take on people motivation.

And it was off to the Mar do Guincho restaurant in the dunes on the other side of Cascais for lively evening of smashing crab with our very own hammers, and tucking into delicious cataplana (Portuguese fish stew). The view was amazing and everyone had a fabulous time before piling back into the buses and heading back to the hotel bar where Raimund entertained us (all too briefly) on the piano.

A good turnout at a reasonable hour for the Publishers Meeting and the Sales Managers' Workshop on Saturday. Sidharth Gupta chaired an excellent meeting, posing many provocative questions to delegates about the competitive threats that they are facing and their competence in leveraging technology to their advantage. Everyone contributed and some interesting comments came out, especially from Helmut and Gabino who answered the same question completely differently (and they're from the same company!) In another room, Ian Partington and Joe Kidger led a large group of sales managers in discussing online revenue generating ideas, selling free distribution and motivating sales teams.

The Business Meeting was one of the best attended in recent years as, in addition to the approval of the 2006 accounts and appointment of the auditor for 2007, there were important motions on spinning-off PHOENIX which was passed unanimously, and a further motion on opening up the Association to all types of publishers which was passed with a 93% majority. The Committee elections were held, and Rob Paterson of Friday-Ad (UK) was elected Chairperson, with David Waghorne, Northcliffe (UK), Josef Kogler, Inform Media (Austria), Mike Katajamaki, Ilta-Sanomat (Finland), Koen Vandaele, Koopjeskrant (Belgium), Ramon van den Ende, Ocasiao (Portugal) and Genevieve Lebrun, Trader Corporation (Canada), all elected to fill the six vacant Committee positions.

Finally a vote of thanks and a gift was presented to Jill Armer, outgoing ICMA Chairperson, and a presentation was made to Karina van Lenthe, the ICMA Communications and Events Manager who will leave ICMA at the end of May.

A quick power-nap later (at least for some of us) and it was on to the buses to head off for the Gala Party. Helmut had booked us into the marvelous Penha Longa, a former royal residence and monastery, and we entered through a chapel into a beautiful room which looked like it had just been iced. The canapés were exotic and delicious, and the champagne flowed before we were ushered through to the vaulted room for dinner where Helmut welcomed us all and shared a few thoughts on the meaning of revolution in our industry and how we should deal with it. Rob Paterson thanked Helmut for his incredible hospitality and presented him with a gift from ICMA for all his hard work.



voice services, who shared his company's deep experience of the online dating market and the shifting demographics and multiple channels that are changing the marketplace. To conclude, Helmut Pollinger of Ocasiao took delegates through Lovemail.pt, the Ocasiao personals application, and demonstrated some of the functionalities.

Sally Winfield, the newly-created Executive Director of Loot, closed off the first afternoon session with a presentation on Loot's circulation strategy as they moved from 5 issues per week to just 3 issues. Sally walked us through the analysis of the change and the steps they took to mitigate any possible drop in advertising revenues such as educating salespeople and advertisers that the three issues represented the same number of eyeballs as the previous five.



A fine dinner later, and there was a real treat for us all; a traditional Portuguese "fado" singer and group. Fado has been described as "Portuguese blues" music but that doesn't even begin to do it justice, all the Portuguese guests went insane with appreciation as they joined in each chorus. And then the dancing started... Ramon eventually got us all onto the buses at about 1:30 am and a group of dedicated party-goers headed off into Estoril and then Cascais until close on dawn.

The Lisbon GM was one of the best in recent years for networking, socializing and exchanging information and experiences amongst a very diverse group of delegates. Thanks to all the delegates, speakers, exhibitors and guests for making it such a great experience – see you in Amsterdam!



One last push....

Once again the time has come to remind those of you not yet hosting the PHOENIX Self-service system to start to take notice of this unique revenue generating service.

We already have 15 publishers whose customers are benefiting from being able to book international ads **directly** from their web pages and without interaction from call centre staff. And remember! Until there are at

least 30 publishers offering Self-service, the Network Online feature cannot be launched. This is a system upgrade that will enable your online customers to book an online ad onto the websites of the participating publishers. Unless you are part of Self-service, you will not be able to access this ad content and neither will your readers (and potential advertisers).

The advantages of offering your online customers a virtually self-contained ad booking system are many and include:

- Minimum customer contact so reduced staff costs
- Offer business advertisers their own online account
- Create custom advertiser packages from a separate (but accessible) rate card
- Expand existing advertiser expectation and offer a wider ad exposure service
- Making easy money

And all this for simply placing a simple hyperlink on your homepage! How easy is that!

Simply send ICMA an email providing your IT contact person's details and we will make sure that your account is up and running in a matter of days. Yes, I did say days – and the more days you wait, the more money you are losing!

If you would like to know more about PHOENIX self-service, please visit the ICMA website (www.icmaonline.org) or email l.hime@icmaonline.org



The future for PHOENIX

As most of you will already know, the Lisbon Business Meeting voted unanimously to support the motion authorizing the Committee to transfer the control and day-to-day management of the PHOENIX ad exchange service to a third-party. Despite the best efforts of Head Office, and especially Craig, over the past 18 months, it had become clear that ICMA lacked the resources and expertise to develop and market PHOENIX to its full potential.

The task now is to devise an appropriate agreement between ICMA and the potential third-party which will safeguard the international ad-exchanging business for members, today and in the future; and also to achieve an acceptable result for the Association so we can re-focus our efforts on better conferences, information-exchange and networking opportunities for you all. And for this we need your help! Please contact Head Office or any of the Committee if there are any specific issues that you want to make sure we address, and we will be happy to include your points in the negotiations.

Joshua Advanced Media Systems, ICMA's partner who designed and built the PHOENIX system, and Quoka Verlag, one of PHOENIX's heaviest users and a shareholder in Joshua, have expressed an interest in running the ad exchange. Discussions have started on what shape an agreement would take, and Head Office, with the help of our lawyer Martin Welker, will work on drafting a contract during June, which will be evaluated by the Committee at their summer meeting on 9 July in Amsterdam. A full hand-over would be carried out in July so that the transfer would happen seamlessly.

If you have any questions, or comments, regarding the spin-off of PHOENIX, please feel free to contact Lucie at Head Office on l.hime@icmaonline.org or any of the Committee (their names and email addresses are on the back page of this newsletter).

Hand To Hand

I am pleased to announce that the latest ICMA member, **Beijing Hand-to-hand technology Company Ltd** has now become active on the PHOENIX ad-exchange.

ACP, Wang Jing or 'Joelle' has expertly mastered the system and is waiting for your ads as we speak! For those of you not aware, China is fast opening up its economy and now is the time to give your commercial sales teams a great big kick and tell them to start selling to potential commercial advertisers who are surely going to benefit from placing an ad in one of the Chinese papers.



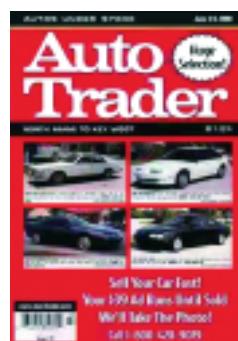
Hand-to-Hand General Manager, Yuri Ilyakhin (pictured here) gives us a little background on his company:

- Hand To Hand (Shou Di Shou) is the first free ads paper in China.
- Beijing Hand To Hand Information Technology Company started its classified business in China in 1999 by launching together with their Chinese partners, the first free ads paper in China: Hand To Hand (Shou Di Shou). Now it has a leading position in classified services in Beijing, Shanghai and Harbin both in print and on the Internet through www.hand2hand.com.cn website.
- Being the first free ads paper in China, Hand To Hand for the past eight years has got a lot of devoted readers and clients. The trademark of Shou Di Shou (Hand To Hand) is well known all over China.

AutoTrader.com hits new highs

On the heels of a new marketing campaign, AutoTrader.com recorded its highest-ever weekly traffic April 9-15. On Monday,

April 9, 760,604 unique visitors delivered a total of 930,919 sessions. Tuesday, April 10 produced 740,156 unique visitors and Wednesday, April 11, 742,967 unique visitors.



For the week, AutoTrader.com saw a 22% increase in traffic compared to the same week in 2006. The company increased its overall traffic by 16% in Q1 of 2007, compared to Q1 2006. Hopefully, Sandy Schwartz of ICMA member Cox Autotrader will join us in Amsterdam and share some of his secrets!

Source: Classified Intelligence



Google partners with PennySaverUSA

Has Google stolen a march on Yahoo! and Monster in the battle to sign up print publication partners? ICMA member PennySaverUSA, a division of Harte Hanks Inc., has disclosed a wide-ranging deal with Google that could potentially launch thousands of sales reps from up to 5,000 "shopper" publications in Harte Hanks Inc. in the U.S., as local sales agents for Google AdWords and other products. The participating papers will contribute information to Google Maps and Google Base, the company's classifieds- and general-information database.

PennySaverUSA.com runs a Web site that places classified and display ads from its own newspapers on the web, and also works with hundreds of other affiliated properties to incorporate their material. It recently launched video classifieds, an

SMS feed of ads, and a new search engine powered by Endeca. About 420 publications already participate in the PennySaverUSA database; that number is expected to grow to more than 1,000 within a year.

The Google-PennySaverUSA relationship, which launched quietly several weeks before the announcement, involves:

- A feed of the 1.3 million classified listings in the PennySaverUSA database to Google Base. All of the ads are then searchable by Google users; traffic is directed to the site of the newspaper where the ad was originally posted.
- A feed of PennySaverUSA "power pages" – highly detailed local ad pages set up by the shoppers for paying merchant advertisers – that is incorporated into Google Maps. The "power pages" frequently include coupons; those coupons can be displayed directly on the Google Map

eBay talks Turkey

eBay has acquired a minority stake in GittiGidiyor.com, a leading Turkish online marketplace, bringing eBay's market total to 37. GittiGidiyor ("going, going, gone" in Turkish) has been operating since 2001 and has more than 1 million registered users. It is headquartered in Istanbul. Approximately 25% of the Turkish population is online – about 17 million people.

Source: Classified Intelligence



Trader Corporation buys Quebec-based LesPac classifieds site

ICMA member Trader Corporation, which is owned by Canada's Yellow Pages Group has bought a 50% share of Quebec's classifieds portal LesPAC. Financial terms weren't disclosed. The two companies are calling it a "strategic partnership" that is expected to add value to YPG's network of sites, which include YellowPages.ca and AutoTrader.ca.

Together, Trader Corporation, Yellow Pages Group and LesPAC.com Web sites will attract approximately 9.7 million unique visitors monthly – a reach of 43% of all online Canadians, according to comScore and Media Metrix data.

Source: Classified Intelligence

Another new mobile-classifieds site

Ariz.-based IQZone Inc. has launched a mobile service for broadcasting and searching free classified ads. Consumers can use their mobile phones to text, take a photo or video clip and e-mail them to ad@iqzone.com. "Our intelligent agent then categorizes and maximizes exposure of ads, broadcasting them to the universe of relevant online and print classifieds," according to the company's announcement. Some work needs to be done to the "intelligent agent" as the categorization doesn't appear to be working although ads can be sorted on date and price. Oddly for a mobile service, the site at www.iqzone.com isn't optimized for mobile browsers. To date, the business model is unclear.



Source: Classified Intelligence

when a user searches for, say, a Mexican restaurant in Laguna Hills, Calif. Information on the pages includes details like store hours, brands carried, payment types accepted, and other yellow pages-type material.

- A prospective test between Harte Hanks and Google of a "bid-for-print advertising" program similar to one that Google has already piloted with 50 daily newspapers.
- A pilot project to train sales reps at shoppers to sell AdWords services to local merchants for placement on Google. Again, while advertisers can do that without PennySaverUSA involvement, the AdWords process is too cumbersome and time-consuming for many local merchants.

Google local sales executives explained that the company does not want or expect to develop its own sales teams at a local level, and feels using the "feet on the street" of other companies – such as the PennySaverUSA affiliates – is an excellent, low-cost, low-risk approach to a new sales channel. "They have the relationships with the local stores and advertisers; we have the reach and the products," one said.

Financial terms were not disclosed.

Source: Classified Intelligence

Zillow adds localized Make-Your-Own Ad capability

Zillow has introduced a range of new features designed to drive both content and users on its ad-supported site.

“EZ Ads” aim to attract user-generated content to its real estate site, increase visitation and generate revenue. EZ Ads are a do-it-yourself ad capability allows anyone to create an ad and then purchase space locally by geography or postal code.

Overall decline in print real-estate classifieds

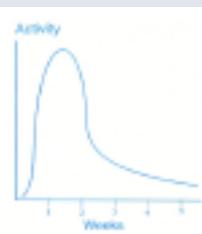
Real estate listings in the US, one of the key classified verticals for newspapers, has suffered a further decline as the US economy slows and the consequences of too-easy credit start to be felt with a wave of repossession by lenders.

Existing home sales continued their downward trajectory in the first quarter of 2007, with a 6.6% decline in the annualized rate compared to the same period last year. On the basis of first-quarter results, the National Association of Realtors is forecasting total sales of 6.4 million. Following an 8.4% month-to-month drop in the annualized rate between February and March – the steepest in 18 years – the year-to-year results are continued bad news for newspaper classifieds, as real estate joins autos and job recruitment categories in negative-growth.

The first-quarter data suggests newspapers are entering a new phase of revenue declines, as the last area of positive growth in classifieds goes negative too. Overall in 2006, real-estate classified revenue rose 11.13% compared to 2005 – but the softness of the real-estate market was already evident in the last quarter of 2006, when revenues fell 2.26% on a year-on-year basis. The trend accelerated rapidly in the first quarter

of 2007, as big newspaper publishers reported sharp drops in all three classified categories. NYTCO's total classified revenues fell about 10% in the first quarter, Tribune's fell 14%, and McClatchy fell 12%.

Source: MediaPost

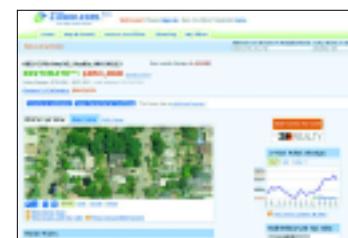


LiveDeal to power Philly.com marketplace

LiveDeal will power a new online marketplace for Philly.com, featuring general merchandise, furniture, pets and services as well as fraud protection, community-building, package pricing and local-search capabilities.

Philadelphia Media Holdings, owner of The Philadelphia Inquirer and Philadelphia Daily News and publisher of Philly.com, is the first U.S. newspaper company to use the LiveDeal platform. This decision follows the partnership forged in late 2006 with Monster.com to partner on Philly.com's recruitment site.

Zillow has also added a forum-style tool via a question-and-answer function that allows anyone to pose a question and view answers from anyone who chooses to respond. Visitors can then rate answers as “helpful” or “not helpful,” and each contribution links back to a user’s profile page – telling visitors, for example, if the question was answered by a local agent, or if the contributor frequently answers questions within the Zillow community.



“Today, some of the most colourful and important information about homes and real estate is trapped inside the heads of local experts – agents, homeowners and neighbors,” says Lloyd Frink, Zillow president. “By allowing people to freely ask questions and share information online about homes, we hope to unlock, for the community as a whole, a powerful vault of data, such as an agent sharing insight into a neighbourhood, or a potential buyer asking the shortest commute route downtown.”

The Kelsey Group’s Matt Booth, an analyst who covers interactive local media and was given a preview of the site enhancements, predicts that the EZ Ad tool in particular will prove popular because it depends on “self enrollment” and will attract buyers of local ads with credit card in hand. Inexpensive and simple to use, Booth predicts the feature will take off. “I can see someone going in right away and buying up all the really good ZIP codes. If you’re selling in Beverly Hills



you want to be there and in the surrounding areas.”

Seattle-based Zillow was launched in 2006 by former Expedia.com executives. Its “Zestimate” valuation tool allows anyone anywhere to type in an address and find out what that home is worth. So far, interest in the site has exceeded expectations. Company founders had projected one million unique visitors by August and instead saw five million unique visitors in just three weeks.

What has made the site attractive to advertisers such as Lendingtree, Washington Mutual, Bank of America and dozens of others, is the quality of its visitors: 84% own a home, most are affluent, and they’re concentrated on both coasts. Last month, according to data compiled by Hitwise, Zillow ranked No. 7 in share of market for site visits in the real estate category.

Source: MediaPost

RightMove and Dominion Enterprises go shopping

UK real estate leader RightMove has bought a 66.7% stake in fast-growing HolidayLettings.co.uk. A good move for both parties as RightMove needs to show some direction after its successful flotation in 2006, and Holidaylettings.co.uk needs to leverage itself above the crowded U.K. vacation lettings-by-owner market. The acquisition could signal a new level of investment interest in online vacation lettings.

Dominion Enterprises has acquired eNeighborhoods. ICMA member Dominion,

one of the largest publishers of free residential real estate magazines in the US, also publishes Homes.com and HarmonHomes.com online. It owns several Internet marketing services including Number1Expert and eProspecting. Adding eNeighborhoods is intended to extend Dominion’s reach within the online real estate space. In particular, Dominion CEO Conrad Hall said that the acquisition would help Dominion “expand its capabilities in data mining and distribution.”

The 10-year-old Florida-based eNeighborhoods provides real estate data, technology and marketing products and services to more than 400,000 real estate agents.

Terms of both transactions were not disclosed.

Source: Classified Intelligence



Hachette boosts its auto business

Hachette Filipacchi Media US has agreed to pay US\$110 (EUR 82) million to purchase Jumpstart Automotive Media, an online automotive ad network.

Jumpstart will give Hachette the ability to serve ads to the consumer through the entire buying process – from beginning to end and it is projected to more than double the digital revenues in Hachette's auto category.

Through the acquisition, Hachette's CarandDriver.com, RoadandTrack.com and CycleWorld.com will be



aggregated with Jumpstart's network of sites – which include NADAguides.com, Vehix, and J.D. Power & Associates Autos – to create a contextual display network in the range of 5-7 million unique car shoppers per month.

Jumpstart, whose 2006 revenues of US\$17.1 (EUR 12.7) million were up 95% over 2005, also offers behavioural targeting, search engine marketing and lead generation services for dealerships and dealer groups. Its advertiser client base includes all auto manufacturers and more than 1,000 auto dealerships and dealer groups. The company was founded in 2000.

Under the terms of the deal, which is expected to close in May, Lagadere will pay an initial US\$84 (EUR 62.5) million in cash, and up to US\$26 (EUR 19) million more in performance-based payments through 2010.

Research firm eMarketer estimates that in 2007, auto manufacturers, dealers and after-market vendors will account for US\$2.54 (EUR 1.89) billion of the US\$19.5 (EUR 14.5) billion total spent for online advertising, and auto marketers will spend US\$1.06 billion (EUR 789 million) on search in 2007.

Source: MediaPost

Microsoft buys into CareerBuilder

Microsoft has acquired a 4% share of CareerBuilder, the careers and job site owned by McClatchy, Gannett and Tribune. In addition, the software giant has extended a traffic deal with CareerBuilder that could be worth up to US\$443 (EUR 329) million over the next seven years, and introduces an international component.

The purchase price was not disclosed, but could be in the range of US\$62 (EUR 46) million, based on a valuation of US\$1.55 (EUR 1.15) billion.

The traffic deal extends an original five-year, US\$150 (EUR 111) million contract CareerBuilder signed with Microsoft in late 2003 to be the sole provider of career services on the MSN network in the U.S. CareerBuilder has a similar deal with AOL worth US\$115 (EUR 85) million. Monster previously held the contracts with AOL and MSN, but lost them when it was slow to react. The deals boosted CareerBuilder's site visits to the point that it overtook Monster and now has about twice the number of monthly visitors that Monster has. Under the terms of the new traffic deal with MSN, CareerBuilder will pay up to US\$333 (EUR 249) million over the next seven years for the US visitors MSN sends it. Even more important to CareerBuilder's growth is the international component. The deal announcement said MSN will integrate CareerBuilder services "across key MSN sites, primarily in Europe." For that part, Microsoft can earn an additional US\$110 (EUR 82) million. Those launches will begin to occur later in 2007.

Source: Classified Intelligence

McClatchy online ad revenue up (a bit)

McClatchy has reported an increase on online ad revenue of 7.6%. Their CFO Pat Talamantes attributed this success to an affiliate deal with CareerBuilder.com for employment advertising. "This agreement is helping to grow online employment revenues at the legacy McClatchy newspapers," he said, "however, under the new affiliate agreement selected products are no longer available to be sold by the 20 acquired Knight Ridder newspapers, which is depressing their internet revenues."

McClatchy completed the purchase of rival publisher Knight Ridder last year, which led to an overall loss in revenue. McClatchy sold off the Minneapolis Star Tribune and at least twelve other Knight Ridder papers to recoup.

CareerBuilder is owned jointly by McClatchy along with publishers Gannett and the Tribune Company and serves employment classifieds.



McClatchy's total reported revenue shows a year-to-date loss of 5.2%, driven by a 5.5% loss in advertising revenue. The company's share price dropped sharply.

Source: Adotas

Google launches voice-based local search

Ever heard of Google Voice Local Search? It's a service that allows users to search for business listings by phone and it launched in April, very quietly.

Users to call a toll-free number (1-800-GOOG-411) to search in English by business name or by category. The caller can be connected to the business, or the listing can be sent as an SMS message to a mobile device. The fully-automated system cannot be used for residential listings. Google also stresses that as it's in beta, the system may not always be available.

Google has recently launched new tools for users and is also moving into offline content delivery realms. By providing voice search capabilities, the company is clearly investing in voice interface systems to be used with mobile phones, according to Matt Booth, SVP and program director, interactive local media, for the Kelsey Group.

"A voice search front-end for mobile search applications is where things are heading," Booth said. "If you're driving in your car and you need local information, the easiest way to do it is something similar to directory assistance, so you need vocal interaction. If you can do data

search on voice, and get information back on your handset, it gets very interesting."

Google Voice Local Search has no advertising attached, much like 1-800-Free411. Booth says it's only a matter of time before the system is monetized.

Source: ClickZ News



A guide to Guidester

Guidester provides search technology for retailers' sites, making it a sort of Google Custom Search Engine for ecommerce. Much of what it offers could be adapted for classified sites and help develop a whole new business and pricing model.

David Berkowitz of 360i gives a simple example:

1. A consumer, we'll call him John, arrives at Buy.com. Guidester plays no role in bringing John there. Buy.com can do that any way it knows best, whether it's through a search engine or a Sunday circular.
2. John's in the market for a digital camera. John clicks the "digital camera" tab on Buy.com's site, and Buy.com here allows him to check various boxes and refine what he's looking for. John is brand-agnostic, and he searches for all models under EUR 500.
3. The Guidester-powered search delivers an array of search results, with models from Panasonic, Sony, and Canon coming up as the most prominent listings. Guidester used three factors to order the search results: the click-through rate (CTR) for each listing, the cost-per-click bid that the electronics manufacturer submitted, and the retailer's preference on which listings should rank higher. In other words, it's an AdWords-esque model that the retailer applies to its own site.

The way Guidester applies the model is even more fascinating when exploring some of its nuances and ramifications.

Metro signs partnership agreement in Brazil

Metro International S.A. has entered into a joint venture and franchise agreement with Grupo Bandeirantes de Comunicação, one of the leading television broadcasters in Brazil. A new edition of Metro was launched in São Paulo, Brazil, on 7 May 2007.

Metro International has a 29.99% interest in the joint venture operation and will also receive a franchise fee reflecting Metro's significant operational support of the joint venture. Grupo Bandeirantes owns the remaining shares in the joint venture and the operation will benefit from cross sales synergies as well as Grupo Bandeirantes' considerable expertise of the Brazilian media market.

Metro will initially distribute 150,000 copies in São Paulo under the name "Publimetro", a brand name which is already strongly established in Chile and Mexico.



Zenith Optimedia estimated that Brazil's gross newspaper advertising market grew 10% year-on-year in 2006 to c. US\$ 1.2 billion (EUR 890 million), making it Latin America's largest newspaper advertising market.

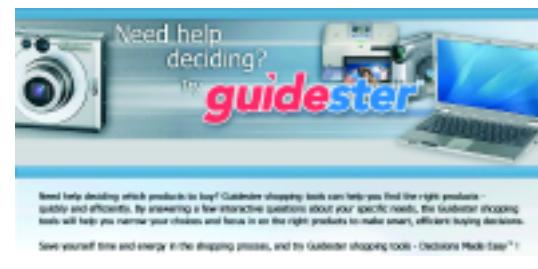
Facebook + Friendster = free classifieds

Facebook and Friendster, two leading social networking sites, announced that they would add free classified ad-listings to their highly trafficked sites.

Marketplace will allow Facebook's some 22 million active users to create classified listings in four categories: housing, jobs, for sale, and "other." Users will be able to limit the exposure of their classifieds to individual networks such as immediate friends and co-workers. Facebook has chosen classified search engine Oodle to power the new service.

Friendster, which boasts 40 million members and says it is the world's 18th-largest Web property, has divided its listings into such categories as jobs, for sale, services, vehicles, real estate, personals, community, classes and resumes.

Surely this is heresy? How could these search results be sold to the highest bidder? Yet it's a perfect model for retailers (or classified media), as there's no need for purely "organic" search on a retailer's site. How else should the results be ranked? (You could argue that date of listing in classifieds should be a factor).



As the performance of each listing (its CTR) is one of the major factors, if there are no advertisers for a particular search (or a "browse," as this may be better described), then the performance is all the more important. Additionally, retailers can exert a degree of control. If Buy.com thinks Sony's a better brand than Casio, then it can offer its own vote. Yet if users click Casio's results more, or if Casio submits a high enough bid, then Casio can come out on top.

Meanwhile, Guidester comes with built-in trademark protection. If John has a

brand preference and wants to see Sony models under EUR 500, advertiser bids aren't factored in. Guidester only applies its three-factor approach when the consumer lacks brand preference.

The applications of the Guidester and AdWords models can be extended just about anywhere, though it's worth following the Guidester approach of deciding under which circumstances advertisers can bid and which ones allow for more "natural" listings. More and more though, the idea of advertisers bidding for placement feels more natural in its own right.

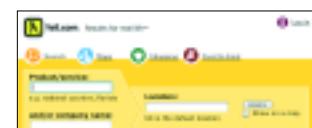
This article was adapted from a posting from David Berkowitz of 360i.

Yell.com introduces pay-per-click model

Yell.com has enhanced its advertising product portfolio with the addition of a pay-per-click system and more banner advertising, which will target national brands that it hopes will give advertisers flexibility and control.

Yell.com's pay-per-click ads are embedded into the main body of the search results page, and will only appear when a user searches for a keyword or business across a broad or non-specific location.

National PPC advertising is designed to be complimentary to the existing local and regional advertising on Yell.com, which uses an annual placement model. American Express motor insurance,



Interflora, and Swiftcover motor insurance have all already signed up to this service.

The PPC product has been developed in conjunction with Mirago, a UK company that offers search and advertising platforms for media companies. A dedicated team will assist customers with keywords and bids. Advertisers can stipulate a budget, duration and a daily intensity. In addition, 24/7 online self-service is available at Yell Direct.

Source: Digital Brand Republic

Majority of online content audiences will not pay

European audiences of free content and services on the internet will dwarf paid-for audiences by 2011, with just 14% paying for content, according to a report issued by Jupiter Research. The research firm reports that despite significant improvements in the availability and quality of content and services, European consumer demand for paid-for content is declining.

The key to this trend is seen as greater consumer awareness of the realities and limitations of digital content offerings, such as a limited catalogue or diminished file quality. But according to Jupiter Research, adopting a relatively small number of enthusiasts rather than

broader, mainstream audiences could be the answer to future revenue growth for paid services.

Mark Mulligan, vice-president at Jupiter Research, said that apart from a few notable exceptions such as music, the European online paid content and services market has failed to make significant headway. Mulligan said: "The internet remains a predominantly free, advertising supported medium. Though premium revenues will reach EUR 6.8bn in 2011, the vast majority of online content and services will not pay. There is a clear need for content owners to explore ways in which they can explicitly share in advertising revenues to offset modest direct revenues online and to reach elusive, typically young, non-paying online audiences."

Source: Digital Brand Republic

Net overtakes newspapers for UK ad spend

Online ad spend in the UK overtook national newspapers and broke the £2 (EUR 2.95) billion barrier in 2006. According to research published by the Internet Advertising Bureau advertising online grew by 41.2% to £2.016 (EUR 2.98) billion as marketers moved their budgets away from traditional platforms.

In 2006 newspaper advertising recorded growth of 0.2% to £1.9 (EUR 2.8) billion and a market share of 10.9%, the internet's share of all UK advertising revenues rose to 11.4%, up from 7.8% in 2005. In 2006, the internet was just over half the size of the TV advertising

market, which experienced a fall of 4.7% to £3.9 (EUR 5.76) billion last year.

Online boosted the declining UK ad market and brought overall growth of 1.1% of the UK industry as traditional media combined fell by £466.1 (EUR 680) million year-on-year – a 2.9% decline.

The growth of paid-for search increased by 52% to £1.2 (EUR 1.77) billion of total online ad spend (a 57.8% share). Online classified advertising rose 45% to £379 (EUR 560) million, a share of 18.8%. This is in contrast to traditional press classified advertising that, according to the results, experienced a significant decrease of 7.8% year-on-year.

Source: Journalism.co.uk

Offline ads precipitate online searches

In an analysis of BIGresearch's Simultaneous Media Survey conducted for the Retail Advertising and Marketing Association, US consumers said that they were most motivated to begin an online search after viewing:

- advertisements in magazines (47.2%)
- newspapers (42.3%)
- ads on TV (42.8%)
- from reading articles (43.7%)

Women were more likely than men to be motivated (to begin an online search) by coupons (41.8% vs. 29%), and in-store promotions (29% vs. 24.5%). Men were more driven to start an online search based on a face-to-face conversation (36.1% vs. 29.5%).



European online ad spend tops EUR 5 billion

More than EUR 5 billion was spent on online advertising in France, Spain, Italy and the UK in 2006, exceeding the 2005 spend for the whole of Europe, according to figures released by IAB Europe.



Search engine marketing accounts for almost 49% of the €5,048 million total spend, display 30%, classifieds 20% and email marketing 1.5%. Out of the four countries, the UK spent nearly three times more than its counterparts, shelling out €3,101 million on online advertising, France €1,157 million, Italy €480 million and Spain €311 million. Regional Interactive Bureau offices around Europe provided the data and passed it to PricewaterhouseCoopers for analysis.

IAB Europe will announce online spend results from across Germany, Finland, Austria, Netherlands, Denmark, Greece and Croatia in early June.

Source: Digital Brand Republic

Internet captures more automotive ad dollars

According to a new report from Borrell Associates, automotive ad spending will reach US\$31 (EUR 23) billion in 2007, but total ad dollars will grow only 1.7% over the next five years, compared to an annual growth rate of 3.7% in the last five years. Online spending for the industry will reach US\$2.8 (EUR 2.1) billion in 2007, 7.6% of all automotive advertising, representing annual growth of 13%.



By 2010 online car marketing will reach US\$4 (EUR 2.97) billion, says the report, and become the second most-used medium for automotive advertisers, surpassing newspapers, cable, radio and direct mail and trailing only broadcast TV. Budgets for offline auto ads in newspapers, direct mail and directories will decline by 20% each during the same period.

Online will become the top marketing channel for used-car marketers in 2007 at the local ad level, surpassing newspapers for the first time. Used-car dealers are allocating 20% of their spending to the online channel, compared to 7.6% of the industry's total online ad budget. The report says that local car dealers will spend 29% of their online ad budget on online video and paid search this year, but will increase that proportion to 76% of online marketing by 2012.

ICMA members can purchase this and other Borrell Association reports at a 20% discount. Visit the Partner pages at www.icmaonline.org for details.

Source: Centre for Media Research

Upcoming Events

September 2007

17-19 Sept 2007

DDC 2007 THE FUTURE OF YELLOW PAGES

Reston, Virginia, USA

www.kelseylgroup.com

Organised by: The Kelsey
Group

27 Sept 2007

INMA CLASSIFIED ADVERTISING SEMINAR

Warsaw, Poland

www.inma.org

Organised by: International
Newspaper Marketing
Association

October 2007

17-19 Oct 2007

WORLD DIGITAL PUBLISHING CONFERENCE & EXPO

Amsterdam, The Netherlands

www.wan-press.org

Organised by: World
Association of Newspapers

31 Oct - 3 Nov 2007

GENERAL MEETING

Amsterdam, The Netherlands

www.icmaonline.org

Organised by: International
Classified Media Association

November 2007

8-9 Nov 2007

BEYOND THE PRINTED WORD

Dublin, Ireland

www.ifra.com

Organised by: IFRA

28-30 Nov 2007

INTERACTIVE LOCAL MEDIA '07

Los Angeles, California, USA

www.kelseylgroup.com

Organised by: The Kelsey
Group

April 2008

24-26 April 2008

AFCP ANNUAL CONFERENCE AND TRADE SHOW

Palm Springs, California, USA

www.afcp.org

Organised by: Association of
Free Community Papers

Spring 2008

Spring 2008

GENERAL MEETING

Istanbul, Turkey

www.icmaonline.org

Organised by: International
Classified Media Association

May 2008

7-9 May 2008

INMA WORLD CONGRESS

Beverly Hills, California, USA

www.inma.org

Organised by: International
Newspaper Marketing
Association

Autumn 2008

Autumn 2008

GENERAL MEETING

Miami, Florida, USA

www.icmaonline.org

Organised by: International
Classified Media Association

April 2009

23-25 April 2009

AFCP ANNUAL CONFERENCE AND TRADE SHOW

Myrtle Beach, South Carolina,
USA

www.afcp.org

Organised by: Association of
Free Community Papers



A new arrival!

Everyone's having babies at the moment! This latest little bundle of joy is Rafferty, born to Julian Carter, New Media Manager at Buy & Sell in Ireland, and his partner. Hope the broken nights aren't getting you down Julian!



Leavers and starters

Relative stability this newsletter...

Loot Ltd: Goran Kucinovic has left his role handling international ads and has been replaced by Sheila Barquilla who can be reached on Sheila.barquilla@loot.com.

Congratulations to Melanie Klass who has been promoted to Managing Director! Melanie has worked at Loot and Associated Newspapers' head office for several years, and has been an active ICMA contributor. We wish her all the best in her new role. Sally Winfield becomes Executive Director at Loot and takes on a roving consulting role across Associated Newspapers.

Trader Corporation: Beverly Crandon, who chaired the Sales Managers' Workshop in Toronto, has departed to start a new role at ad-ition in Toronto.

Alyam: Welcome to our first member from Saudi Arabia! Saleh Al-Humaidan and Saad Al-Garni attended the Lisbon GM and we look forward to seeing them again in Amsterdam.

Wegener Dagbladen: And another new Dutch member, we were delighted to receive the membership application from Mireille van Engelen, who also joined us in Portugal.

Alma Media Interactive Oy: In Lisbon, Timo Lahti and Tomi Tontti represented our most recent new member from Finland.

PennySaverUSA: And finally, Paul McArthur and Paul Ezelle travelled across the Atlantic to join us in Cascais.

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