



## The home strait

Once again a change of personnel at Head Office, as Craig Wilkinson replaces Gavin as Operations Manager. Despite having to learn both FAPCOM and PHOENIX in a very short time, he is coping remarkably well, and I know he's looking forward to meeting you all - he introduces himself on page 2. Apart from this, our summer has been very taken up by two main projects, preparing the India General Meeting, and finalizing PHOENIX and planning its launch. Many thanks in advance to Sidharth and his team for all the information and ideas that they have provided to Karina, and the help that they have given to myself and the Committee in devising the programme. I cannot urge you enough to register for India today (if you have not already done so) - it is a great formal and social programme in an incredible destination. I am very envious of Karina and Craig who will be staying on afterwards, but someone has to get back

to Amsterdam to do the post-GM follow-up ;-)

And then there's PHOENIX, the launch is getting awfully close now but we really do have a sense of everything coming together just as planned (Konstantin Kandler of our partner Joshua is a very regular visitor to Head Office!). There's a full overview of progress and what happens next on pages 4-5, and please do contact us if you have any questions at all.

Look forward to seeing you all in New Delhi!

Best regards,

*Lucie Hime, Executive Director*



## From the chair...

Hello again,

Wow! Only a few weeks before we are all in India! Such an exciting destination, and such a different programme. I hope you have all registered, ordered your vaccinations, and sorted your itinerary. The main problem is there is so much choice. India



offers such variety, both in landscape and culturally - from the Indian Ocean to the mountains of Nepal - where do you begin?

India is the tenth largest economy in the world. It is also the second most populous country in the world, with a population of over one billion, and is the seventh largest country by geographical area. To help you with your choices don't forget to check out the ICMA website as there are loads of tips and if you intend to stay on a few extra days there is plenty of help in organising your itinerary, as ICMA have appointed a destination management company to assist in travel plans.

**Since our last meeting Buy & Sell has been busy - we have been 're-branding' - hence our logo has changed a little, and we are working on the 'look and feel' of our products island-wide.**

And we have launched a new-look web site with many enhanced features - structured data entry, a online dating service, and better browsing facilities. Phase 2 launches next month with additional revenue enhancing features. Hence I'm looking forward to discussing online solutions and other companies' innovations at our meeting. By India we will also have launched another title in the west of Ireland, so another area for discussion with our colleagues is regionalization or cannibalization of our titles!

We are also conducting pilot studies in three different areas of outsourcing; web proofing, and voicemail transcribing in addition to ad make

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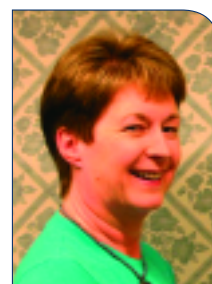
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## Namaste!

Have you registered yet for **FLAVOURS OF SUCCESS**, the upcoming ICMA General Meeting in New Delhi, India? You'd better be quick, the Standard Registration Fee will only apply until 12 October 2005. Read more about this great event on [page 3!](#)



up. We will be reporting the findings of these back to you all at the Publishers' Meeting. The company carrying out the outsourcing is Adaan Business Solutions Pvt. Ltd in New Delhi.



Interestingly in Northern Ireland there has been a massive investment in call centres here in the last month by an Indian company HCL, which has bought out several UK call centers in the province and are set to offer employment to another 700 people - so in a fascinating switch India comes to Belfast. It will be interesting to see what the benefits are that they can offer as obviously one of the main benefits in outsourcing is to minimize costs - so what about Belfast?

Anyway all these questions and more will be answered in a few weeks' time - look forward to seeing you all at the Welcome Dinner.

Best regards,

*Jill Armer*

## Ad Exchange Report

July and August saw the usual summer slowdown in the exchange of ads especially in Europe with activity dropping across the board. Exceptions to that were the industrious Danes with Den Blå Avis posting a very respectable August figure, Iz Ruk v Ruki Moscow and St Petersburg showing well, naturally Quoka doing good business, and Annonce Prague also holding steady.



September usually shows a pick-up in activity and as so much focus is currently on ad-exchanging with the launch of PHOENIX, we expect a good autumn resurgence! Once

everyone is using PHOENIX and everything is working smoothly, FAPCOM will be switched off and Head Office will do the last pay-to-print and system usage calculations and send out final statements of account to all publishers to arrive at the end of 2005.



## The first NANI ad crosses the Atlantic

Congratulations to Sandra Ohlsson of Gula Tidningen who sold the first NANI ad last month! The ad, from an existing international advertiser, was for computer software to upgrade the speed of your PC, and was placed into the NANI network of 40 million households across the US. Gula Tidningen sent the agreed minimum sum of EUR 2500 to ICMA which passed that on to the Association of Free Community Papers along with the ad text, and it was sent out to be published the very next week. A bottle of champagne will be winging its way to Sandra for all her efforts!



## New application to join ICMA

Many thanks for Tomas Hlavicka of Annonce Prague for helping Head Office recruit Media Press, a medium-sized classified publishing company based in Brno in the Czech Republic. Media Press publishes 3 paid-ads papers, employing 53 staff, and their website can be



found at [www.inzert-expres.cz](http://www.inzert-expres.cz). Lucie talked with Zdenek Soula, their CEO, and he intends to join members at the New Delhi General Meeting once his application is accepted following the approval period which ends on 6 October. And Annonce Prague will receive a bounty credit against their 2006 fees in reward for their efforts.



## COMMITTEE BRIEF

The Committee met at the ICMA offices in Amsterdam in August. Over the two-day meeting, they reviewed and made suggestions on the India GM programme, discussed the membership invoicing strategy (and suggested some improvements), were given an update on the progress of the PHOENIX project and the revised timeline, and previewed some forthcoming projects. They agreed that whilst the first formal review of PHOENIX should take place at the Committee Meeting in Toronto in May 2006, after a full 6 months of activity can be analysed, Head Office should continue to report monthly on the use of the service and any issues which arise. The next Committee Meeting will take place on Thursday 10 November 2005 in New Delhi, and you are welcome to propose issues for the Committee to add to their agenda. Please contact Lucie at Head Office on [Lhime@icmaonline.org](mailto:Lhime@icmaonline.org), ideally a week or two before the meeting, and she will make sure that your item is included. Or you can contact any of the Committee members directly, their details are on the back page of this newsletter.

## Another new face

Hello ICMA members!

My name is Craig Wilkinson and I am the new Operations Manager here at ICMA Head Office in Amsterdam. As some of you already know, I replace Gavin Reynolds who has now departed for his home country of Ireland where he plans to spend more time with his family. I had the benefit of meeting Gavin and have to say that he was one of the nicest people I have met since arriving here in The Netherlands! Always cheerful, extremely helpful and like a true Irishman - great at telling jokes! I wish him the best of luck and hope that he remembers to send over the crate of Guinness he promised me!

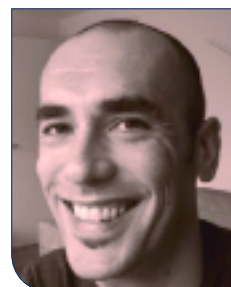
After many years of deliberation, I eventually decided to re-locate from my home town of Manchester, UK to this lovely land of canals, bicycles and of course, that Dutch delicacy stroopwafels! (consuming vast quantities of these calorie-packed 'koekjes' gives me the energy needed to pedal to work each day while trying to avoid mowing down unwary tourists who wander into my path!)

I come from a teaching and training background and have taught many different subjects during my seven-year career. In my last position, I managed

four online learning centres focusing on delivering business and community IT training. I hope to use my extensive training experience to help members easily move across from FAPCOM to ICMA's new service, PHOENIX and hope to further develop ICMA training provision over the coming months.

I am busy becoming acquainted with the extensive list of ICMA members and of course, getting to know the finer details of PHOENIX. I have also been working very closely with Joshua, the developers of PHOENIX to ensure that input from ICMA members is shared in the newly created PHOENIX FAQ area of the ICMA website.

I am looking forward to meeting members at the General Meeting in India later this year and I will be on hand to ensure that your visit to this wonderful city is relaxed, informative and stress free!



Craig Wilkinson



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

**The India GM is very nearly upon us but there is still time to register! And if the first coach is filled for the Taj Mahal tour, we'll make sure we get another one so no-one is disappointed...**

We have re-organised some of the sessions in response to feedback from Barcelona, and so following the Keynote from the Times of India, delegates will go straight into two separate meetings - the Publishers' Meeting, chaired by Rob

Paterson of Friday-Ad, and the Online Revenue Generation Forum, co-chaired by Peter Zollman of Classified Intelligence and Jill Armer of Buy & Sell. The Plenary Day sessions will therefore take place on the Saturday and finish with a round of the popular workshops and finally, the Business Meeting.

Topics covered include online business models, multi-channel publishing, upselling and mobile 3G strategy, as well as online marketing, search, and moving from paid to free. Throw in the case-studies on the benefits of outsourcing and the walk-through of classified websites, and the programme really does have something for everyone.

The social programme is going to be amazing. We will start off with a tour through Old Delhi, visiting the Red Fort, with its huge sandstone wall that runs over 2 km and varies in height from 18-33m. Then 'rickshawing' through Old Delhi to the Jamma Masjid, the biggest mosque in India, commissioned by the same man who also built the Taj Mahal! And finishing with the spectacular Qutb Minar's soaring tower.

This will get you in the mood for the Friday night and a relaxing and enjoyable evening at Sidharth's family farm. After a traditional Indian welcome, you will enjoy a great BBQ and let yourself be entertained by the music and folk dance.



And of course for the grand finale there will be the Gala Party on Saturday night. And this promises to be fantastic! Imagine yourself, striding along an avenue of 24 graceful king palm trees, to the entrance of the majestic Imperial Hotel, just like you were back in the old colonial times. After a delicious dinner in these beautiful Raj-style surroundings, we will finish the evening back to our own time, with a party in 'Bollywood' style.

India's incredible popular and successful film industry was actually born in 1897 and between 1931 and 2002 produced over 32,000 feature films, a world record. India's film industry is the largest in the world, larger even than Hollywood. Saturday evening we will experience India as it was in the old days, and ending in the surreal world of Bollywood.

After the party, rise and shine early to make sure you won't miss out on the tour to one of the wonders of the world! Yes, the trip to the Taj Mahal. It is a long drive, but you can make good use of this time to catch up on some sleep, and it is most definitely worth it, (even Lucie, Karina and Craig who all suffer from dreadful travel-sickness are determined to go!). After you had a chance to visit the sparkling white marble complex, we will have lunch and head back home to Delhi!

And for those of you who want to get even more out of your India trip, don't forget to check out the ICMA website for details of pre-arranged trips or to take advantage of the services of Incentive India, ICMA's preferred tour management company.



## ICMA GM destinations 2006

### ICMA General Meeting Toronto, Canada, 11-13 May 2006

Following the GM in India, we will travel to the other side of the globe for the first General Meeting in 2006 in Canada. Trader Media Corporation in Toronto will be hosting the May 2006 General Meeting. A big thank-you to John Francis and his team for welcoming us to the city of 'change and dreams' and making this possible.

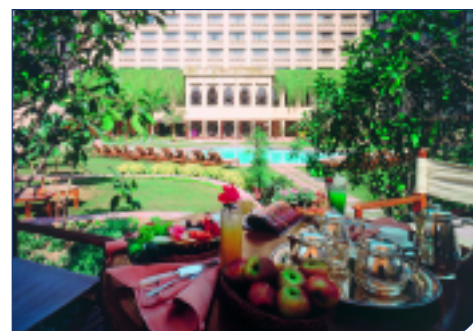
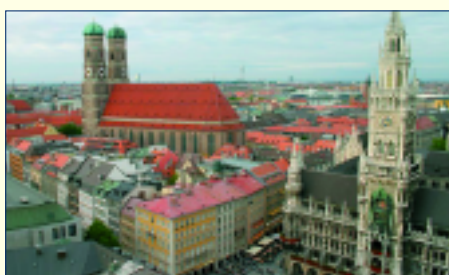
The General Meeting will be held in the fabulous Royal Meridien - King Edward Hotel, located in the centre of Toronto.

The theme this time, which fits the city, will be "THE NEXT GENERATION - PRODUCT INNOVATION". In the next newsletter you will be able to read all about the Toronto GM, and I am sure we will do a 'Canadian' version of the e-Newsletter as well!



### November 2006, ICMA General Meeting Munich, Germany

A little bit closer to home for our European members, maybe not as exotic as India, but with its own Bavarian charm. This beautiful city at the foot of the Alps will be our destination in about a year from now!

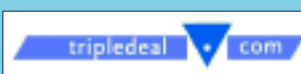




## International Classified Media Association

*Making classified media work better!*

### PHOENIX partners



### Did you know?

...that commercial advertising rates should be listed in PHOENIX excluding VAT so that PHOENIX can calculate the VAT separately and supply a VAT receipt to the advertiser?

...that ICMA will only ever take a maximum of EUR 0.20 commission from each print RU that you sell?

...that the Pay-to-Print compensation has been changed to EUR 0.20 for lineage and semi-display ads, and EUR 0.70 for photo-ads, and there is no difference between private and commercial ads?

...that, once Friday-Ad joins, the worldwide list of destinations will be 234 plus the North America NANI and NANI Lite networks?

**Read the FAQ's on the ICMA website to learn more!**

### PHOENIX webpage

All PHOENIX news can be found in the Members section of the ICMA website.

## PHOENIX UPDATE

October 2005

### Introducing 69 new destinations

In September, Friday-Ad applied to join the new PHOENIX ad-exchanging system with its 68 UK destinations and 1 Spanish destination, significantly boosting the total number of destinations, and the UK and Ireland total by nearly 800%. Friday-Ad joined ICMA in the summer of 2003, and their team has attended every General Meeting since, bringing 6 delegates to Barcelona in May this year. Friday-Ad's principal publication is a free-distribution weekly pick-up product, which is widely available throughout southern (excluding London), western, central and parts of north England, south Wales in the UK, and Malaga in Spain. They accept free ads for private parties and also carry a high proportion of commercial classified ads. The Head Office is in West Sussex, where the papers are printed, but the main call-centre and telephone sales teams are located in Pembrokeshire, in south-west Wales. Lucie visited Head Office recently to provide some preliminary orientation for PHOENIX and met Leighton Edwards and Fran Cockrell who will be leading the international sales effort, and who were very excited about the opportunities available. And the application of Friday-Ad is good news for all other PHOENIX participants as you now have lots more destinations to offer advertisers in the UK, in parts of the country that the network didn't previously cover. So a big welcome to Friday-Ad!



### Back to school!

Whilst the PHOENIX interface is pretty intuitive and easy to understand, naturally we're going to provide some training materials so users can get to grips with the system as quickly and painlessly as possible. Craig Wilkinson, our new Operations Manager, is building some e-learning materials, which will show a Flash movie of each module along with text explanations of the various fields. These will also be available in a screen-by-screen user manual for those who prefer a static printable version. All training materials will be available to download from the Members' section of the ICMA website at [www.icmaonline.org](http://www.icmaonline.org). We will also be holding two workshops - one at Reviermarkt's offices in Bochum, Germany on Tuesday 27 September, and the other at Friday-Ad's offices in Sussex, UK on Tuesday 4 October. Whilst we would love to jet all over the world (I particularly fancy a trip to Perth!) to train all members individually, we have to spend our money wisely and concentrate our efforts where they will yield greatest results. And we are always available by email or by telephone to help you at any time.



### What's a ... PoP?

Let's be honest, PoP's (Proof-of-Publications or tearsheets) are probably the single most irritating and time-consuming part of the whole ad-exchanging process. So it was important when we were designing PHOENIX that we took this opportunity to make some improvements. Firstly, the new system incentivises and rewards ACP's who provide PoP's correctly and on time by crediting their account with EUR 0.50 per PoP. Don't send the PoP and you lose out - it's that simple. Secondly, PHOENIX's PoP management system will make it a quick and easy process. Simply click on the 'email' or 'fax' buttons next to the PoP request, and the system will generate a cover email or fax with all the relevant information e.g. ACP name, fax number, ad ID, ad text, classification etc. You then attach the photocopied or scanned sheet and send it off by fax or email. Congratulations! It's taken 2 minutes and you're EUR 0.50 richer.



### The rules

The Conditions of Use - the rules that govern the use of the Ad Exchange - have been updated to reflect the new features of PHOENIX. These sorts of documents often seem just a cure for insomnia ;-) but Martin Welker and Lucie have made every effort to keep this one brief, concise and easy to understand. **And it is very, very important that you understand the rules of the game as ignorance of the law is no excuse!** The monthly reports that are sent to all publishers will show very clearly if penalties have been applied for late proof-reading (for example), and I, for one, wouldn't want to have to explain that to my boss. And on the positive side, a good understanding of the Conditions of Use will help you be much more confident in managing your advertisers' expectations, and avoiding any problems. Please do feel free to contact Lucie at [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org) if anything is unclear.





## New features = more revenue

When the Committee took the decision to replace FAPCOM with PHOENIX, a priority was to develop new revenue streams for members. So PHOENIX boasts several new features, so you can sell more ads and make more money.



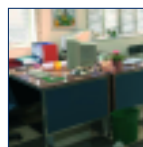
Here's a round-up of the new things you'll see on PHOENIX:

- **PHOTO-ADS** - We all know that 'a picture speaks a thousand words' and so do your advertisers. PHOENIX accepts photo-ads with a single .JPG image which you can sell for more than a lineage ad
- **SEMI-DISPLAY** - And for advertisers just wanting to stand out from the lineage crowd, there's the semi-display format. This will be in each publication's house-style (PowerAd, bold ad, SuperAd etc.) but it will be an enhanced listing which, again, you can sell for more money
- **NETWORK ADS** - These are the online-only ads that appear on a network of 50 websites worldwide, and are available to browse from all ICMA Ad Exchange member websites. Sold for a competitive fixed price of around EUR 40-50, these are great value and represent a whole new revenue stream for you
- **SELF-SERVICE PAGE** - Your website can work 24/7 for you, taking ads (and money) while you sleep. PHOENIX provides every Ad Exchange participant with a hosted, locally-branded self-service page where advertisers can book and pay for their ads, in your local currency and language too
- **WEB-BASED** - All you need to access PHOENIX is an internet connection, and a username and password. No fiddly, proprietary software to install, no further integration required
- **NEAR REAL-TIME REPORTING** - The reporting function in PHOENIX allows you to see what your balance is from the previous day. A detailed monthly overview will be emailed to you showing the ads and revenue, and you can also download and analyse data for specific periods
- **POP's (Proof-of-Publication)** - For every PoP that you provide correctly, your account will be credited with EUR 0.50. For every PoP that your commercial advertisers request, you can charge a fee to cover this (and any other costs). PHOENIX also makes it easy for you to fulfil PoP requests by providing email and fax templates with all the correct data already entered

So, all in all, PHOENIX offers you plenty of opportunity to make more money and have an easier time doing it. But like all good tools, PHOENIX will deliver the benefits only if you actually use it! Make sure that you publish the coupon in your print product as often as you can, advertise the link to [www.internationalads.org](http://www.internationalads.org) widely, and educate all your call-centre and salespeople about what they can sell to advertisers. If you have any questions or require further training, please contact Craig Wilkinson at Head Office on [c.wilkinson@icmaonline.org](mailto:c.wilkinson@icmaonline.org).

## What every sales manager needs to know (but was afraid to ask!)

PHOENIX requires each publisher to set up their international ratecard plus some pre-set packages in their back office. This is so PHOENIX can offer your prices on your self-service page, and carry out the monthly reconciliation of local and online revenue. The deductions are different from FAPCOM (there is a full explanation available on the website), and so Craig has created a wonderful Excel spreadsheet called Wizard4.xls (thanks to Zuzana Hand from Prague who was invaluable in helping us correct some initial mistakes!), which shows you exactly what profit you will make from which prices. This is available on the ICMA website as is a sample ratecard - please check it out. Commercial rates should be quoted exclusive of VAT as PHOENIX will add that on automatically. PHOENIX carries out all of its calculations in Euros but your ratecard should be in your local currency. You can of course create as many of your own packages as you wish to suit your local market, and you may change your prices at any time (with immediate effect). The final thing that you have to decide is how much you want to charge for supplying a PoP (Proof-of-Publication). Every PoP that you request will cost you EUR 0.50, and so you have to decide whether you will 'eat' this cost (and make less money), or add a charge to the ad cost to cover that EUR 0.50, or even more. Please give your completed ratecard, new packages and the PoP charge to your ACP (the person who currently administers FAPCOM), and he/she can upload that information to the back office from Monday 19 September.



## The techy stuff

PHOENIX does not require complex integration with your existing ad-booking systems or website but you will need to make some small changes to accommodate the new system.



### ESSENTIAL (deadline - 14 October):

1. You must change the import/export programme that transfers files between your ad database and the PHOENIX database. We have deliberately kept this very similar to FAPCOM but there are some important differences. Sample files and information are available on the ICMA website, and please contact Konstantin Kandler on [konstantin@multiads.com](mailto:konstantin@multiads.com) if you have any questions at all.
  2. You must post a link on your homepage to [www.internationalads.org/customers/index.php?PublisherId=X](http://www.internationalads.org/customers/index.php?PublisherId=X) where X is your Publisher Id. This will give access to viewing international ads and the self-service page. You should have received this by Friday 23 September, please contact Head Office if not.
  3. You must supply a .GIF logo to your ACP so that he/she can upload it to show on the PHOENIX pages.
- OPTIONAL/DESIRABLE:** You can set up your own stylesheet so that the pages hosted on PHOENIX carry your look-and-feel as well as your logo. Sample stylesheets and instructions can be found on the ICMA site.

## The countdown begins!

We are entering a period of intense activity at Head Office as we prepare for the launch of the new ad-exchanging system, PHOENIX. The timeline is tight but we're a good way through it already, and here's what's left to do and when:

### W/c 19 September 2005

- Publishers' back offices ready to populate. Link, usernames and passwords sent out
- PHASE 1 training posted on website

### 27 September 2005

- Training workshop in Bochum, Germany (thanks to Angelika Kommer and Matthias Dinse for helping us with this!)

### 4 October 2005

- Training workshop in Sussex, UK (thanks to Friday-Ad!)

### 7 October 2005

- Publishers' Ad Management module released.
- PHASE 2 training posted on website

### 17 October 2005

- PHOENIX goes live and publishers can send and receive ads

### 21 October 2005

- PHASE 3 (reporting) training posted on website

### 31 October 2005

- FAPCOM is switched off. Head Office does final reporting, pay-to-print and system usage reconciliation (for the last time!)

We will make every effort to keep to these dates but we hope you'll understand if we need to change them. We will keep you fully informed by email at all times, and please check back on the PHOENIX pages on the ICMA website regularly for updates.

### IMPORTANT!

You must continue to download ads from FAPCOM until advised otherwise by Head Office.



## Competition in the Netherlands as marktplaats.nl celebrates its 50 millionth ad

In the finest of Dutch traditions, [marktplaats.nl](http://marktplaats.nl) gave away free beer over a recent September weekend to mark the milestone of 50 million ads carried on its successful free-ads, free-access site. The second best visited website in the Netherlands - search engine Google is #1 - sent out promotion teams around the country - "We're giving away beer coasters, vouchers for free beers in over 100 bars, at least until the beer barrels run dry", says General Manager Oscar Diele.

This is the first publicity stunt for marktplaats.nl. "Up to January this year we never spent any money on commercials or promotions", according to Diele. But from the beginning of this year, paid-for banners on other websites started to appear. Marktplaats.nl has grown very fast since its start-up in 1999. "The amount of ads doubles every year", calculates Diele. In July 2004, the average

of ads on the site was a million every day; this summer it was 2 million, or in other words 70,000 new ads a day. "We're already progressing in the direction of 2.5 million."

And after years of being lonely at the top, now marktplaats.nl is in competition with the fast-growing website [speurders.nl](http://speurders.nl). In September 2004, the newspaper group De Telegraaf launched [speurders.nl](http://speurders.nl) and within just 7 months there were 1 million ads placed on the site. "At the moment this number is 1.2 million", says Niels Vrijhoeven of [speurders.nl](http://speurders.nl). "This breakthrough is not at the expense of our competitor marktplaats.nl, apparently the market is bigger than we assumed." [Speurders.nl](http://speurders.nl) now attracts 38% of the web surfing public, compared with marktplaats.nl's 55%.

De Telegraaf wouldn't reveal the total set-up and marketing investment in [speurders.nl](http://speurders.nl) but their annual report bundles it with expenditure on the Telegraaf Sunday edition, which comes in at EUR 60 million. A lengthy series of TV and radio ads has really pushed the [speurders.nl](http://speurders.nl) brand to users and advertisers. Diele says he doesn't have any problems with the new competitor. "Every time they appear on radio or TV with their publicity campaign, we see the numbers of people visiting our website rise!" "[Speurders.nl](http://speurders.nl) helps to prepare the Dutch market for this new advertising medium", thinks Diele.

There is still one main difference between [speurders.nl](http://speurders.nl) and marktplaats.nl. [Speurders.nl](http://speurders.nl) is not making any money from their website, although there is banner advertising, upselling and print cross-selling income. [Speurders.nl](http://speurders.nl)'s Vrijhoeven: "It would be nice if the website remained free of charge. If we start asking for money, we will probably follow the marktplaats.nl model." The rival charges EUR 6 for ads for more valuable goods.

Publishers have tried to partner with marktplaats.nl, says Diele, but he doesn't see a living in transferring ads to newspapers. "If you sell something on the internet right now, you can remove your ad straight away. If it's in the paper, they will phone you the whole day."

**Source: De Volkskrant (competitor of De Telegraaf)**



## Trader Classified Media announces half-year results

Highlights of Trader's interim results included an increase of 17.8% in total revenues to EUR 233.2 million, a 56% increase in internet revenues and an 85% increase in unique monthly visitors. EBITDA was EUR 56 million, up 17.6% with a margin of 24%, and net income was EUR 14.5 million, up 18.9%. Operating cashflow was EUR 54.5 million, up 19%.

Didier Breton, Chief Operating Officer commented: "We are pleased with the solid growth and the prospects in our three main regions: Russia, Spain & Latin America and North America. For the second half of 2005, we expect that our Internet organic growth will be above 30% and will drive total organic growth of between 6% and 8%. We also anticipate that our EBITDA margin will continue to improve to between 24% and 25%."

John McCall MacBain, Founder, President and Chief Executive Officer, said: "I am pleased with the Company's rapid Internet growth, our strategic investment in SouFun, the leader in online real estate in China and our financial results for the first semester. Trader is at an exciting point of development of its business with a large range of strategic options which we will review over the next few months."

Trader's Supervisory Board has appointed the investment banking firm Morgan Stanley to assist in conducting a strategic review of options available for maximizing shareholder value. They will be assisted by Trader's long time financial adviser LongAcre Partners.

## Trader for sale?

Google and Yahoo! are understood to have both approached Trader Classified Media, the Euronext-listed owner of 575 print titles, ranging from Buy & Sell Vancouver to Oglasnik in Croatia, about a possible corporate tie-up.

Other sources report that other firms, possibly including Ebay, have also made approaches. The talks include the possibility of a sale of a stake in Trader, an acquisition of the entire company or a joint venture. Prior to these reports, Trader was valued at about EUR 1.3 billion when adding both classes of the company's stock together.

The interest by Google and Yahoo! underlines the continuing landgrab in the global classified advertising market and the desire of internet firms to create online communities in local markets throughout the world. Google has recently announced plans to raise US\$4 (EUR 3.27) billion via a secondary share issue. The move fuelled speculation that the company was building a war chest for non-organic expansion.

Trader is controlled by its founder, John McCall MacBain, who established the company in 1987 with three newspaper titles in Canada. The group now operates in 20 countries and is actively pursuing opportunities in high-growth markets such as China. Trader invested US\$193 (EUR 158) million in Sou Fun Holdings, a Beijing-based online property listings business. And the firm's expansion there would be seen as complementary to Google and Yahoo!, both of which have recently engaged in corporate activity in that country.

**Source: Sunday Times**

## Kijiji Germany buys OpusForum



Kijiji Germany acquired OpusForum.org, a popular free-classified site that operates virtual communities in 55 German regions and towns, as well as 10 locales in Austria and Switzerland. Financial details weren't disclosed. According to comScore Media Metrix, OpusForum had more than 1 million unique visitors in May. Classified listings include jobs, housing and professional services. "Opusforum is an impressive business with an extensive reach in Germany," Alex Kazim, EVP of new ventures at EBay said in a statement. "Together, we are well-positioned to grow

classifieds in Germany and create an even more efficient place for local consumers to come together online."

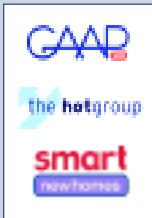
Kazim's new-venture team launched Kijiji in March. Kijiji operates free-ad sites in 91 cities in nine countries, including Germany, France, Austria, Italy, Switzerland, Canada, Japan, Taiwan and China. OpusForum was founded in 2002 by Dr. Klaus-Peter Gapp of Wiesbaden, a computer scientist specializing in artificial intelligence.

**Source: Classified Intelligence**



## UK publishers' spending spree

UK newspaper publishers are spending freely as a new frenzy of buying dot.coms grips the market. Recently, Trinity Mirror has acquired [smartnewhomes.com](http://smartnewhomes.com), [Gaapweb.net](http://Gaapweb.net) and [Hotgroup.com](http://Hotgroup.com) - property, accountancy recruitment and general recruitment sites respectively. And the Daily Mail & General Trust (owners of LOOT) bought Zambeasy and Office Recruit, who control [Top-Consultant.com](http://Top-Consultant.com) and [Officerecruit.co.uk](http://Officerecruit.co.uk) for GBP 4.1m (EUR 6.07m), which will be incorporated into Associated New Media. Friday-Ad's also been busy with the acquisition of [boatsandoutboards.co.uk](http://boatsandoutboards.co.uk), a leading boating website. And whilst many of the major UK publishing houses are prevented by competition rules from entering the bidding for UAP's flagship Exchange & Mart, and its successful car title, Auto Exchange, it's fair to say that there's lots more money to change hands yet.



## Oodle goes into higher education

Oodle is going after the college crowd: The classifieds-listing aggregator-indexer announced today that it has launched more than 100 new college sites, enabling students to search more

than 2 million classifieds listings not only from local newspapers in U.S. college towns, but the campus publications as well. This is just the start of the Oodle campus campaign, as the company plans the introduction of new college sites every week. Campus coverage is already extensive and from the Oodle site student users can request the addition of their own college or university as well, and several have already done so. "We're excited about the college market," said Faith Sedlin, Oodle Co-Founder and Vice President. "Ninety percent of students are online daily. They have disposable income, and are looking for cool stuff." Sedlin said that the hottest classifications for students varied by season - in summer they want housing and roommates, in the fall internships and books. "September and October are big used furniture months," she said.



Source: Classified Intelligence

## San Diego Union-Tribune offers free classifieds

The San Diego Union-Tribune is feeling the Craigslist effect. The paper launched its sdmarket-place with the message, "FREE classified ads. Hey, who doesn't like free stuff?" Sdmarketplace combines print classifieds in the Union-Tribune and online classifieds from SignOnSanDiego.com and is being heavily promoted. The move is just as much about raising circulation numbers as it is about defending its turf. The idea is to boost thinning classified pages with more ads; more ads bring in more readers.



Source: Editor & Publisher



## The battle for the German classified soul

Due to be launched as the ICMA newsletter went to press, [www.markt.de](http://www.markt.de), the German newspaper industry's answer to the challenge of free-ads-free-access, has ambitious plans. "Our benchmark is to beat Kijiji, Opusforum and Craigslist in Germany in one year," said Klaus Abele, COO of the joint venture ISA GmbH & Co KG between publishing houses Georg von Holtzbrinck, Dr. Ippen and WAZ. "The first year will show us the proof of concept. We'll start looking for revenue streams in year 2." A beta version was shown in August and the formal roll-out as a national portal will take place in the second half of September. ISA already operates classified portals such as Immobilien.de (property), Stellenanzeigen.de (recruitment) and autoanzeigen.de (cars), and this content plus contributions from the co-operating newspapers, and other partners such as the state job databases, will form the basis of markt.de. "We want to provide the biggest online classified platform in Germany from the start," said Abele. "It will be a pure online platform. There is no way back to print".



## eBay purchases Skype for over EUR 3 billion

What has been rumoured for a while, is now official, as auction house eBay takes over Skype, the leading player in the Voice-Over-IP or 'VoIP' technology.

"By combining eBay and Paypal, the two biggest e-commerce companies, with the largest VoIP company, we will create a very strong environment for online business", said eBay's CEO Meg Whitman.

The auction site is very interested in new technologies to ease the trading on their website. eBay said the deal will give its estimated 150 million merchants the ability to make, for example, last minute sales questions with a "click to talk" function, and stimulate trade this way.

According to Whitman, other companies taken over by eBay in the past, such as Marktplaats.nl will also profit from this takeover. At the time of going to press, Marktplaats users were already being offered access to the Skype service.



Source: WebWereld and Media Post

## UPCOMING EVENTS

**10-12 November 2005**

### GENERAL MEETING

New Delhi, India

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

**Organised by:** International Classified Media Association

*Standard registration deadline is 12 October!*

**23-24 February 2006**

### THE 2006 WORLD ADVERTISING CONFERENCE AND EXPO

Paris, France

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

**Organised by:** World Association of Newspapers

**4-6 May 2006**

### AFCP ANNUAL CONFERENCE

Miami, USA

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

**Organised by:** Association of Free Community Papers

**11-13 May 2006**

### GENERAL MEETING

Toronto, Canada

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

**Organised by:** International Classified Media Association

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### Avis Verlag

Jürgen Usinger, sales manager for Avis Verlag, has left the company after 11 years of service. He has found a local job outside of the classified industry so he can be nearer his family. We wish him well, and also look forward to welcoming his replacement.

### Northcliffe

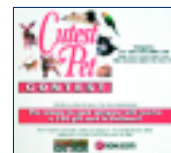
David Waghorne, Managing Director of the Ad-Mag and Bargain Pages titles, has moved to head up the Lincolnshire Echo group, part of the Northcliffe Newspaper Group, new email is [david.waghorne@lincolnshireecho.co.uk](mailto:david.waghorne@lincolnshireecho.co.uk). Congratulations on his new appointment!

### Bursa

A little late but also congratulations to Cristina Tosa of Bursa Bucharest on becoming a mother!

## Pet contest expands classifieds, attracts new advertising

Animal lovers everywhere know that pets are just as much a part of the family as are children. For many, their furry, feathery, or slithery friends are their children. That is why it was no surprise that when The Hartford Courant decided to expand their classified pet category by holding a "Cute Pet Contest," the promotion exceeded the staff's expectations.



The contest was promoted in the newspaper and online and asked readers to upload pictures of their pets. Since there were 732 pets entered in the contest, a variety of categories were established from dogs and cats to fish and lizards.

More than 25,000 votes were cast. The promotion generated more than 175,000 page views on their web site. Because of the measurable results, the sales staff was able to secure a two-year, US\$ 23,760 (EUR 19,500) online advertising package from the Connecticut Humane Society.

**Source:** *The Hartford Courant*



## ICMA Newsletter

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

## Next Edition - No.1/2006

ICMA's first Newsletter for 2006 is due out early January 2006. Please send us your contributions before Wednesday 14 December 2005.

"Why do they always work us so hard at these ICMA General Meetings?"

## ICMA Caption Contest

And the winners are:



"Hello? Reception?? My friend has a sleeping man glued to his neck and he desperately needs to pee - does your hotel have any large cubicles available?"

"We have no idea who they are!"