



Four years on...

It's now 4 years since I joined the Association and a lot has changed. From FAPIA to ICMA, from the Rokin address to our current Koggestraat offices, from Maria and Lynn to Karina and Craig (via Petra, Joanne and Gavin), from John Whelan's Committee through to Jill's (but I've always had a Finn as a boss!), from the old logo to a brand new one, from the Moscow GM to an extended 3-and-a-half day conference in Munich with a full social programme plus three smaller events this year, from FAPCOM to PHOENIX (and NANI), via three iterations of the website, three IT suppliers, two designers, two accountants, 17 new members, and only two visits from the Amsterdam police(!), it's been a rollercoaster of a ride!

But I think that this reflects the speed of change in our business too. It never ceases to surprise me how quickly things move in classified media, not only how rapidly new competitors enter our space, but also how fast some of you respond positively to these threats and the many opportunities that present themselves with new products, new strategies and new business models. When people ask what I do, it's sometimes hard to give a short answer that conveys the sheer variety and challenge of my job. I certainly know that no day is the same as the next, and that I can only really plan for 50% of my time, but I guess that's where most of the fun comes in (oh, and working with such a great bunch of people too!).



So as we prepare to celebrate our 20th anniversary in Munich, I'd like to say Happy Birthday to all of you, and here's to the next 20 years!

Lucie Hime, Executive Director

From the Chairperson

Dear all,

I cannot believe we are now so close to our Munich conference and to our 20th Anniversary celebrations!

Munich promises to be an excellent GM, lots of variety, good speakers, and of course a great social programme therefore even more chance to network than usual. I am particularly looking forward to our Bavarian 'Olympics' as those of you who were in Barcelona will know what a huge success this type of event was before – and how the competitive spirit of participants was at times overwhelming!

I will be very interested in hearing other publishers' experiences of online forums. We are just about to launch one, but have stalled slightly as in the Irish marketplace at the moment a court case rages at a defamatory comment made in a forum on an Irish community site.

As Irish law stands, the site owner is considered the publisher and therefore responsible for all comments posted on a blog. Lobby group Digital Rights Ireland say "Irish law is inadequate in its protection of those involved in online media", protection only extending to ISP's. but not covering bulletins or blogs. "The situation is ripe for abuse... it's a form of privatised and cheap censorship that's quicker than going to court," In an experiment by Dutch lobby group Bits of Freedom, the text of an out-of-copyright book was published on accounts across ten different ISPs. The group then contacted each ISP pretending to be the copyright holders and demanded the content be removed. Seven of the ten complied immediately. In the USA, the situation is different: while an ISP is obliged to immediately pull content that receives a complaint, they must then contact the content owner about the decision. If the owner is willing to stand by their content or comments, then it can be put online again. Any subsequent

IN THIS ISSUE:

• HEAD OFFICE NEWS

- From the Executive Director
- From the Chairperson
- Committee Brief
- Enter the new website!
- Small is beautiful
- Is it a Mirage...?
- Introducing ICMA's new logo

• ICMA GM MUNICH, GERMANY

• PHOENIX NEWS

• MEMBER NEWS

- Den Blå Avis celebrates its 25th anniversary
- More buying and selling...
- Marktplaats introduces new advertisement model
- eBay Motors goes classifieds
- Out eBaying eBay in Korea
- Wall Street versus the merchants

• INDUSTRY NEWS

- The Metro column
- Is Europe finally 'getting' free distribution?
- Ménage à trois
- Monster and the Philly
- Oodle goes API
- Windows Live goes live
- Welcome to MySpace
- Bebo Bands
- Yahoo! partners with BT
- NYDrive
- Classifieds converge
- Times to offer free ads in print and online

• RESEARCH

- Online local ads mostly hype
- Online classifieds increase in popularity
- Forced integration?
- Newspapers and car dealers struggle online

• CONNECTIONS

- Upcoming Events
- Committee Members
- Leavers/new people
- Treading on eggshells
- Craigslist, a hitlist for robbers?

legal battle will only be between the content owner and the complainant - the ISP is immune from prosecution.

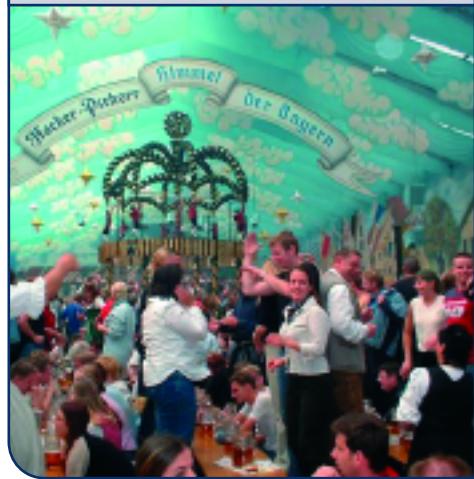
At our last meeting and again in Munich we will discuss the importance of fostering a community online and the benefits are obvious as it could increase our traffic substantially – plus of course the revenue opportunities that spin off from that. For most of us who started as print-only companies, the online world is so full of new opportunity, but fraught with difficulties. So we will watch this space! I hope that in Munich we will have seen some positive outcome on this for Ireland, and hear how other publishers are treating this issue.

See you all in November

Jill Armer, Chairperson

Marvellous Munich

A very special General Meeting on 8-11 November 2006. Four days, which means a full extra day filled with speakers, panels and workshops. An extra day to learn and reflect, and of course the celebration of the Association's 20th anniversary. Make sure you don't miss it and register now - the deadline for the Standard Fee is 4 October 2006. Read all about Marvellous Munich on page 3.



Introducing ICMA's new logo



I C M A

Making classified media work better!

International Classified Media Association

This is the last newsletter which you'll receive with the old logo, because as of the Munich GM, ICMA will be adopting a new logo as part of its 20th anniversary celebrations. As you may know, a competition was held amongst ICMA members where their design and production departments were invited to submit designs for the new logo. Over 50 entries from 10 companies were received by the close of entries and the Committee had the happy, but difficult, task of picking a winner at their summer Committee Meeting in Amsterdam. After much discussion and debate, the design of Elena Dudenkova of Camelot Ltd was unanimously voted the winner and here it is!

The new logo incorporates three key graphical elements which reflect ICMA's values and objectives. Firstly, the circular shape represents the global reach of the Association and reminds us that our members all over the world share common challenges and opportunities. Secondly, the interlocking 'fingers' in yellow and blue signify the importance of co-operation and fellowship within the ICMA family. And finally, the two curves which encircle the globe suggest the never-ending flow of communication and information between members to improve their businesses.

COMMITTEE BRIEF

The Committee convened in Amsterdam in August for their quarterly meeting, the first with new recruits Josef, Gérald and Mike. Key issues discussed included a detailed progress review of the PHOENIX project, more work on the programme and anniversary celebrations for Munich (including a new and shorter evaluation process!) and an examination of the debtors' list situation and strategy. But the main topic was discussing how the ICMA business model could be adapted to fit the reality of the current market conditions where consolidation and acquisition within the existing membership is eroding the revenue base faster than the recruitment rate is delivering new members. The Committee adopted a twin-pronged approach and has asked Head Office to implement a number of revenue-generating proposals as well as investing in additional recruitment activity. Watch this space...

The familiar ICMA blue and (a slightly darker) yellow have been retained, the font simplified to Helvetica, and the strapline and full name of the Association have been incorporated into the logo design to aid understanding.

We hope that you like the new logo as much as we do, many congratulations to Elena who will receive EUR 500 as her prize and will join us in Munich to celebrate ICMA's birthday with us! Thanks also to all the other entrants, your hard work was much appreciated.



Elena Dudenkova

Enter the new website!

The plans for the new website are moving along nicely and Karina has just approved the design proposals provided by Koopjeskrant's team (see below). The brief was to make the look-and-feel cleaner, more modern and professional, and technically easy-to-update, and we're very pleased with the results so far, we hope you agree! Koopjeskrant's Koen Vandaele and his colleagues will be developing the new site on the dotnetnuke platform, a share-ware content-management type system, which will enable Head Office to manage the site content and updates much more efficiently than the current system. This means that there will be more content, sooner and it'll be much easier to find (or you can simply opt to have it 'pushed' to you via RSS). The new website will also be an important recruiting tool, and Koopjeskrant will ensure that the new site is optimized so it appears as high up as possible in the search engine listings. The regular updates to the new ED blog will help in this... And by the time you read this, the programming will be well underway and we are still on course to launch the website in time for the Munich GM.



Is it a Mirage...?

Well, it could have been, it felt like one sometimes. It was a long and sometimes challenging process, but with the kind help of the host for the Portugal GM, Ocasião Edições Lda., we finally negotiated a contract with Hotel Cascais Mirage and the best deal for you.

Way back in February, when Karina did her site visit to Lisbon, she had a chance to visit the hotel and fell in love with the perfect location, on the beach in the cutest little town, only 30 minutes outside Lisbon. The hotel is a 5 star hotel and the rooms are much bigger than you are normally used to, including a large terrace overlooking the sea. Dirk Apers of Koopjeskrant also recommends the hotel highly, and Ramon van den Ende of Ocasião was very impressed with the desserts! So we just have to keep our fingers crossed for beautiful weather so we can enjoy our welcome cocktails by the swimming pool, overlooking the sea. That's not a Mirage, it's the way to start a GM!



Small is beautiful

By the time you read this, 25 new media professionals from ICMA member companies will be gathering in Amsterdam on 5-6 October for the Online Revenue Generation Lab. With six sessions addressing all of the key areas for making money online, plenty of interactivity and idea-exchanging, a group dinner to promote networking and relationship-building and a full write-up of all the proceedings; the ORGL is the third in a series of smaller, more focused meetings that ICMA is developing to meet the needs of members. We're planning another 3-4 in 2007, if you have any ideas for topics or angles of interest, please contact Lucie Hime on L.hime@icmaonline.org, we'd love to hear from you.

ICMA General Meeting Munich, 8-11 November 2006

Programme update

As befits the 20th anniversary of the Association, the formal programme will cover all of the key issues in the classifieds sector, from print sales initiatives and effective circulation strategies, to leveraging the free-distribution model and monetizing mobile, to community-build techniques and profiting from local search partnerships.



One session that we're particularly looking forward to is the series of presentations on Thursday from three leading online players in the principal verticals of autos, property and recruitment, described as the pillars of classifieds. We heard from Ralph Werner of Mobile.de in Barcelona, and now that Mobile.de has been incorporated into eBay Motors Germany, it's time to re-visit the most successful online car sales operation outside the US. Tim Hilpert, the Senior Manager New Business, has been closely involved in the unprecedented growth that they've experienced in Germany and will take delegates through the critical success factors of the business.

Outside the Netherlands, few of you will have heard of Funda.nl, but for anyone selling or buying property here, it's the automatic first stop. An alliance with the main estate agent association, the NVM, delivered a critical mass of listings, and the advanced functionality continues to develop to keep the site ahead of its competitors. Interestingly, Funda.nl are starting to partner with other content providers like Speurders.nl to improve their reach, and Jeroen Wilhelms, Funda.nl's Marketing Manager will explain their future plans.

Think recruitment and one brand comes automatically to mind – Monster. Founded in 1967, and now present in 26 countries, Monster employs



4500 staff and has eclipsed its original recruitment advertising agency network TMP. Steve Pogorzelski, Group President International, will be discussing how Monster almost single-handedly created the online recruitment advertising phenomenon and what the future holds.

The two plenary days, Thursday and Friday, will offer something for everyone as well as 6 round-table workshops – and plenty of time for the all-important networking and informal meetings between members.

But it wouldn't be a GM without Peter Rees, would it? Even though Trader Classified Media has largely divested itself of its classifieds businesses and closed its Paris Head Office, Peter has gone into business as an independent consultant, and will join us again in Munich to share his unique insights and predictions with ICMA delegates. And as he told us in Toronto, you can reach him on peter.rees@gmail.com... ☺

This is just a brief snapshot of what the programme holds, please check out the ICMA website at www.icmaonline.org for all the latest information.



Exploring Munich

When you are in Munich for the General Meeting, make sure you take the time to explore and discover the town. Just 2 stops on the U-bahn (metro) from central station (next to the hotel) and you arrive at Marienplatz in the city centre. On this square you'll find the impressive 'new' town hall (Neues Rathaus), well it is called 'new' but was actually built between 1867-1909, so not that new, but maybe for Munich standards. ☺

The square is definitely worth a visit. From here you'll have a great view of the town hall which was built Gothic style. When you stand in front of it, you can see that the 90 metre wide front is completely covered in the most beautiful carved stone ornaments. The tower, which is 80 metres high, is easily identifiable in the city skyline.

But the most famous part of the new town hall is actually its carillon, or chimes, which are nearly 100 years old. Three times a day it all starts with the clocks of the carillon; a spectacular noise since it is made of 43 bells and has a range of nearly 4 octaves. After the melody has finished, the 'puppet' show begins in the copper balcony.



The balcony consists of 2 parts, each showing a part of Munich's history. The top part shows a joust, or in other words a combat between two mounted knights tilting against each other with blunted lances. The displayed joust was arranged in honour of the marriage between Duke Wilhelm V and Renata of Lothringen in 1568.

The bottom part of the carillon shows a famous Munich dance, the 'Schäfflertanz', or translated to 'the barrels or keg makers dance'. The first time this dance was performed, was in the time of the plague (1515-1517) when people were afraid to leave their houses, and this way the dancers tried to get people to come outside and inspire them to start their lives again. This dance is still performed in the traditional way every 7 years.

Only a few steps away from the Marienplatz is Munich's most popular open air market, the 'Viktualienmarkt'. A walk across this market can be culinary seduction of the senses. From the freshest fruits and vegetables in Munich, to the traditional Schweinshax'n and Speck (meat), seafood, cheeses from all over Europe, herbs, honey, freshly squeezed apple-carrot-ginger juice and a lot more. The place to be to get those special herbs and spices you always wanted to create new dishes.

There are a lot of things to do and see in Munich, from the highest of high culture and historical attractions to shopping, eating, relaxing and enjoying the traditional Bavarian hospitality, so it is definitely worth extending your stay for a day or two.





A new look and feel...

During the next couple of weeks you should start to notice some long-awaited system updates that we have been working on during August and September. ICMA has been working hard to prioritize your requirements and has implemented a number of bug fixes.

Improvement

- noun 1 an instance of improving or being improved
- 2 the action of improving being improved. 3 a thing that makes something better or is better than something else

Did you know?

You can now download Self-service customer contact details from within PHOENIX.

Go to Admin: Reports and click on 'Download Self-service Customers and Ads' and a spreadsheet containing all data relating to your Self-service ad bookings will be displayed. You will see that customer contact details as well as ad booking details are clearly listed and ready for your sales team. Because the information is in spreadsheet form, you can easily apply filters to the data to see what ad classifications are being booked and which ones your sales team can concentrate on – easy money!

PHOENIX partners



The problem with PoPs...

As most of you know, the fulfilment of PoP requests (Proof of Publication) has been difficult to say the least but there is light at the end of the tunnel.

ICMA has now introduced a monitoring system that will give advance warning to those publishers whose PoP requests are overdue.



Automatic system emails will be generated and sent to ACP's the moment a PoP request reaches its 21st day overdue. The period of 21 days is more than enough time for any publisher to proof, download and print an ad. On receipt of this email, ACP's are expected to clear outstanding PoP requests within two working days.

ICMA will contact the publishers of those papers who make no effort to resolve outstanding PoP requests to discuss the next stages which could include fines and eventual removal of your own PoP request service.

I am sure you would agree that spending considerable time chasing publishers for outstanding PoP requests is not a good use of anyone's time. In addition, we have received a number of complaints from publishers who have told us about advertisers they have lost because they cannot show evidence that an ad was printed.

The problem with PoPs is something that affects EVERY paper in the ad exchange - now is the time to make that extra effort to help resolve it and get me off your back in the process. ☺

[For any ACP who is unclear about their responsibilities regarding PoP's, please read the PHOENIX Conditions of Use Clause 13, available on the ICMA website.]

Self-service activations...

We now have ten publishers who are offering PHOENIX Self-service and are already taking online ad bookings. We can see that new revenue is being generated via this new service every day, and now that the ability to download customer contact data has been added to the PHOENIX admin console, these publishers can use this information to cross-sell to these national and international advertisers.

Just a reminder to send back your Self-service tick sheet before you place the Self-service link as your customers will not be able to make payments until ICMA fully activates your account.

CAMBALACHE

IL MERCATINO

Primeiramão
O Seu Portal de Classificados

T&E online

QUOKA

kuldne BORS

QUOKKA

SUCH&FIND

segundamano.es

JunkMail online

More buying and selling...

DMGT buys three websites – in July, the Daily Mail & General Trust, owners of Loot, bought Auto Exposure, a car dealer site, for GBP 17 (EUR 25.1) million to add to its earlier acquisitions of Allegran, a dating website and Data Media Retail which owns Carsource.co.uk, for GBP 46.5 (EUR 68.4) million in May. The new acquisition follows a restructure of the newly merged Associated Northcliffe Digital into a number of internal divisions, led by Managing Director Andy Hart. These include AN Digital Integrated Media, responsible for the digital channels of the group's newspaper brands, and AN Digital Publishing, responsible for existing and new assets in digital magazines, web services and new product development in areas such as online communities.

Trader Media Group buys property website – the owner of Auto Trader has bought the property website Thinkproperty.com as it seeks to challenge online market leader Rightmove.com. TMG has not disclosed the price it has paid for Vebra, the company behind the website, but it intends to provide links to Thinkproperty from the Auto Trader and Guardian Unlimited websites. The website has



Marktplaats introduces new advertisement model



Marktplaats has introduced a new advertisement model named AdMarkt. With this model, professional sellers can create, control and optimize 'top classifieds'. These are the top 3 advertisements placed in any one of the 1200 classifications, the most valuable real-estate on Marktplaats.nl.

How does it work? The trade advertiser pays for generated leads, which are users who click through from the top classifieds listing to their actual page. Initially Marktplaats will test AdMarkt in just a



a database of 275,000 properties and internet tracking company ComScore estimates that it had 1.5 million users in July. By comparison, Rightmove has 753,000 properties for sale and had 3 million hits in the same month.

Trader Classified Media sells SouFun stake – in August TCM sold its 15% stake and all its option rights to Australian telecoms group Telstra Corp. Ltd. which earlier reported that it had bought a 51% stake in SouFun. The price was 'around US\$ 100 million' (EUR 78.2 million).

Sanoma buys Finnish Metro – Metro International S.A. and Sanoma Corporation, part of the SanomaWSOY Group, completed a sale and purchase agreement whereby Metro International's Finnish operation was sold to Sanoma. *Metro* in Finland is distributed in 18 towns around Southern Finland, the majority of the newspaper's readers are in the Helsinki metropolitan area, and the company employs 39 staff, generating net sales of EUR 5.76 million in 2005. Sanoma will continue to publish *Metro* in Finland, alongside its own free daily newspaper *Uutislehti* 100, under a franchise

agreement with Metro International. The newspaper will also remain included in Metro International's pan-European advertising packages.

Target Media Partners goes shopping – Jack's been busy, snapping up 19 titles and a commercial printing operation in Eastern Washington state in the Pacific Northwest. The publications include Nickel Nik; Nickel Nik's Wheel Deals; Nickel Nik's Wheel Deals RV; Driveline and Home Buyers Guide, all in Spokane. Also, Nickel Nik, and Wheel Deals in Kennewick; Nickel Saver, Columbia Basin Homes and Real Estate in Moses Lake; Nickel Ads and NCW Homes in Wenatchee; and Buyline Classifieds in Walla Walla. The sales is expected to close in early October, terms were not disclosed.

Annonce.de for sale – Dieter Cohnen, Publisher of Annonce Aachen is selling www.annonce.de, together with the publishing company. Contact him on dc@annonce.de for more details.

Sources: *Brand Republic, Telegraph.co.uk, Reuters*



Den Blå Avis celebrates its 25th anniversary

On 30th of October 2006, Den Blå Avis will have dominated the Danish classified ads market for a quarter of a century. On this day, in 1981, the first issue of the classified ads paper was sold from Copenhagen newsstands. In the beginning the paper was only distributed in Copenhagen, but Managing Director Karsten Ree hired Frank Ludvigsen as General Manager to ensure that the paper expanded into Jutland, the west region of Denmark. The strategy proved successful and the paper has been a national market leader ever since, offering two editions from its Copenhagen and Aarhus offices.

Today the online business, www.dba.dk, and the classified ads paper are still market leaders with one in four Danes visiting the online version each month.

25 years is a fantastic milestone, and we wish all the team at DBA the very best for the next quarter century!

Source: *Den Blå Avis*

Source: *Adformatie*

eBay Motors goes classifieds

ebaymotors.co.uk, the UK's busiest showroom, has started listing classified ads by dealers on the site. eBay's expansion into the familiar paper-based classifieds format has been widely welcomed by several of the UK's largest dealer groups who are keen to exploit this rich online trading territory.

As part of the new classified ad service, eBay has introduced a new bulk listing tool called 'eBay Motors Pro', that allows car dealers upload their stock for sale quickly and easily.

eBay's new Classified Ad service offers a free two month trial for dealers (the normal charge will be GBP 150 or EUR 221) and claims it delivers access to three and a half million unique visitors per month. Dealers can post up to 100 cars at any one time and eBay are already aggressively marketing the service as 'considerably better value than Auto Trader'.

Clare Gilmartin, of eBay Motors, comments: "We've built a highly successful global business around the Auction-Style format and while it's still very much at the heart of what eBay does, our move into classified advertising is a natural and timely response to extensive demand from the UK dealer community."

"We can now offer our community a greater choice of cars and, at the same time, give dealers a chance to boost sales... The new format has been developed by dealers for dealers and we've worked closely

with the trade to help make this new classifieds tool as easy and convenient to use as possible."

As with traditional classified adverts, transactions resulting from eBay Motors Classified Ads will not take place on eBay. Instead, the buyer will get in touch with the dealer directly using the contact details listed in the Ad and, in line with normal practice, dealer and buyer will subsequently organise payment terms and conditions.

A similar dealer-focused approach in Germany resulted in the migration of the bulk of auto advertising from the traditional print classified products (and their online channels) to Mobile.de, which was later purchased by eBay.

Hear more from eBay Motors and Mobile at the Munich General Meeting!



Wall Street versus the merchants

Over the last 20 months, eBay shares have fallen almost 54%. Overall, transaction revenue per listing declined to US\$ 1.67 (EUR 1.31), down 10% from a year ago. Advertising costs are rising amid slower growth and declining demand.

But eBay's price/earnings ratio of 36 is comparable with those of Amazon and Yahoo!, which have multiples of 39 and 33, respectively. And its forward P/E multiple of 20, which incorporates earnings estimates for next year, looks cheap.

On this occasion Wall Street is taking the long-term view, and trusting that Meg Whitman, and the remaining management team, are the best people to solve the problems that eBay's experiencing. That view contrasts with those of eBay sellers, who feel a sense of urgency in fixing eBay's problems, as some have livelihoods at stake. Some sellers say there is a growing gap between eBay's confirmed registered users and its "active" users, who have bought, bid on or sold something in the past year. That suggests buyers are exiting the site at a growing pace.

"eBay's core [auction] performance is suffering tremendously," says Steve Grossberg, a longtime videogame seller on eBay. He says he now lists an item four times on average in order to sell it, up from two listings two years ago. Adds Andy Mowery, an eBay seller of home and garden gear: "It is time for new leadership at eBay."

The sellers' gripes come as eBay's revenue- and earnings-growth rates have slowed, even as the company has expanded into new countries and areas. In the second quarter, eBay's auction-related listings grew 22% from a year earlier but were unchanged from Q1, while less-profitable store listings grew faster than auction listings.



eBay says the company has acknowledged some issues the merchants have raised. "We've said the marketplace business growth is good, but we can do better," says spokesman Hani Durzy. He says the company is taking "aggressive steps", such as a fee increase for store listings to "reinvigorate" the auction marketplace.

Source: Dow Jones

Is Europe finally 'getting' free distribution?

When Metro International moved into France in 2002, established competitors cried foul, and workers took to the streets. Four years later, Metro and other free papers are fixtures of the French cityscape, accounting for one in five papers read in

France, and publishers of paid-for dailies are considering free editions of their own.

This reflects a broader shift across Europe, as the upstarts continue their rapid growth and publishers of existing papers, casting about for any way to retain readers, increasingly turn to giveaways with even *Le Monde* and *Le Figaro* are said to be working on free newspapers.

France has become fertile ground for free papers, while paid-for German newspapers have resisted. An attempt by Schibsted to start a 20 Minuten in Cologne failed in 2001 when Axel Springer and DuMont Schauberg, rushed their own free spoilers into print. But now, Holtzbrinck, publisher of *Handelsblatt*, has just launched *Business News*, a free business tabloid with a print run of 80,000 copies, distributed in 8 German markets.

"Almost all over Europe, you see circulation going down for paid newspapers," said Piet Bakker of the University of Amsterdam. "At the same time, the economy is improving, helping the advertising market. Free newspapers are seen as the best way to take advantage of this."

Free newspapers' gains have been greatest in Europe, representing 19 million of 28 million copies daily, where their tabloid formats and short articles make them handy for commuters on public transportation. The European total has doubled over the last three years, and free sheets now account for over 50% of all papers circulated in Spain and over 30% in Portugal, Denmark and Switzerland.

The real change is that established publishers are now viewing free dailies as a possible source of profit, rather than as a defensive tactic. Metro, which has grown from a single paper in Stockholm into a sprawling publisher of 70 editions in 93

cities in 21 countries, turned profitable on an operating basis this year.

With its broad presence in European urban centers, Metro can offer advertisers "pan-regional" packages, which provide the fastest sales growth. Overall sales grew 16% in the first half of this year, and that kind of growth has made other publishers take notice.

News International, the British newspaper division of News Corporation, launched a free afternoon paper, *TheLondonpaper*, on Sept. 18, with a print run of 400,000 copies. It is distributed in central London by 700 old-style hawkers and will go head-to-head with *The Evening Standard*, a paid-for



afternoon paper and Associated's new free afternoon title, *London Lite*. And the London Underground is expected to award a contract soon for an afternoon free paper to be distributed in the subway system. Deals like these help the free papers reach the young, urban audiences that advertisers find most desirable, at a low cost.

As free papers face increasing competition, some are experimenting with distribution methods. Dagsbrun, an Icelandic publisher, has announced plans to start dropping a free paper on doorsteps in Denmark, after creating a joint-venture delivery operation with the Danish postal service. In the US, Clarity Media Group has already begun home delivery of free papers under the *Examiner* name in the Baltimore, Washington and San Francisco areas.

Some markets are showing signs of saturation. In Spain, where four free papers compete nationally, analysts say at least one is likely to fail, as hundreds of thousands of copies – out of a total of more than four million – go unread.

To survive, free papers have to keep their costs extremely low. Less than 10% of their spending typically went toward journalism, for example, compared with 20-40% for conventional newspapers.

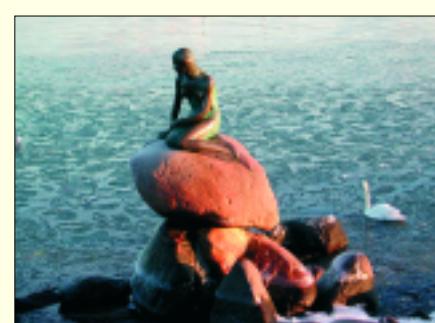
Source: International Herald Tribune



The Metro column

"Wonderful, wonderful Copenhagen" - at least that's what Metro International thinks as it launched a free afternoon edition in the Danish capital. Carrying the same metroXpress branding as the morning edition, it will be distributed at 30 local S-train stations, 17 Metro stations and by a large number of hand distributors around Copenhagen from 2.30 pm onwards, and deliver a focused news update and lifestyle content.

Pelle Törnberg, Metro President and CEO commented: "An afternoon paper has been in development for some time and we believe the time is now right for this initiative in Copenhagen. The morning edition of metroXpress will continue to equip our readers for the working day and the afternoon edition will, in essence, prepare them for their leisure time. The afternoon paper will occupy a unique position in the market, enabling us to offer new opportunities to advertisers and to strengthen our readership over the paid-for papers."



Q2 results – Metro reported a total operating profit of US\$ 6.5 (EUR 5.13) million (2005: loss of US\$ 5.3 (EUR 4.18) million), a net profit of US\$ 4.6 (EUR 3.63) million (2005: loss of US\$ 6.5 (EUR 5.13) million) and a 16% net sales growth from Q2 '05 to Q2 '06 at constant exchange rates.



Ménage à trois

Two of France's biggest online recruitment companies, Cadremploi and Keljob, and a major real estate site, Explorimmo, have announced that they will merge.

Cadremploi has roots back to 1990. With a staff of 80, it serves 5,500 customers. Its revenue in 2005 was EUR 12.5 million, the profit EUR 2.5 million. The 18,000 jobs listed on the two main sites Cadremploi.fr and Cmonjob.fr see about 28 million page impressions a month.

The Keljob job site network was founded in May 2000 and has more than 67,000 jobs from 1,450 destinations available on its site. Launched in July 2000, by 2005 it achieved sales of EUR 12.55 million – a year-on-year growth of 74% – about the same growth rate it had from 2003 to 2004, employed 130 people and doubled the number of its cooperative agreements. Keljob has introduced RSS-feeds in 2005 for its more than 50,000



available job openings. It also sends out about 400,000 alert e-mails each day to registered job-seekers.

Explorimmo was founded in 2000 by media groups and real estate professionals. Its 200,000 listings generate 20 million page impressions a month; its 30 employees generated revenues of EUR 2 million in 2005 and reached break-even.

The classified sites of the new venture have more than 700,000 listings. The various sites attract more than 3.4 million unique users and 70 million page impressions a month. The combined revenue of the three companies exceeded EUR 26 million in 2005 and probably will exceed EUR 30 million in 2006. It looks like the new companies could really profit from combining its assets as there is relatively little duplication between the customer bases. It is very likely that the new company will further expand its portfolio to other classified categories.

The total classified market (print and Internet) in France is estimated at EUR 241 million. According to Monster.fr estimates, online recruitment represents 29% (EUR 71 million) of the total classified revenue in France. Between 2004 and 2005 Internet penetration in France grew by 30% and revenue by 42%. Monster.fr says "In 2007 the revenue from online recruitment advertising will surpass print for the first time".

Source: Classified Intelligence

Windows Live goes live

Microsoft has finally launched Windows Live Expo, its dynamic social listing service. The service aims to provide users an online classified system for buying, selling, posting bulletins and all other classified activities.

The first sign that Windows Live Expo was officially open was the activation of the expo.org domain. Like Craigslist.org, Live Expo embraces the power of social influence by allowing users to view, rate and discuss listings within the site and each time a listing is viewed, it appears on the home page of Expo.

 Members are able to create email groups from their Windows Live Messenger / email contacts, contact each other via IM, and post their listings to their MSN spaces.

Microsoft also said it has improved Expo security with regards to spam and fraud, and has incorporated its mapping tools into the new listing service. This allows users to view where a listing is located at the click of a button and even get driving instructions.

Classifieds represent serious potential for online revenue and the big online players all want a piece of the action. The issue now is how to capture that revenue when people have become used to free listings.

Microsoft places ads from its new advertising network on Live Expo, as a way of monetizing the listings there. Live Expo could be Microsoft's gateway for businesses, especially smaller offline ones, to sample online listings before committing to paid search ads, which would be lucrative for Microsoft.

Oodle goes API

Oodle, the search engine for local classifieds, announced today that its application programming interface (API) is now generally available. Sites using Oodle's API are now also eligible to participate in Oodle's affiliate program which compensates them for the traffic they generate.

Oodle's open API allows websites to integrate results from Oodle's search index directly into their site. This integration is relevant to local and vertical sites that want to expand their classifieds offering, and for developers creating mashups with classified listings. And the affiliate program can provide participating sites with a new revenue stream.



Since its introduction three months ago, Oodle's API has been available to partners by request and is currently being used by a wide range of sites. These sites include local classifieds and newspaper sites such as Backpage, Backfence and the Examiner.com, as well as vertical marketplaces such as iMotorList.

In addition to offering an API, Oodle also works with partners to power the classifieds search for their online marketplaces. Oodle search is currently deployed at Lycos, ReadExpress (a Washington Post publication), and The Sun (the largest daily newspaper in the UK).

Source: Business Wire



Monster and the Philly

The new owner of the two major daily newspapers in Philadelphia said that it had formed an alliance with Monster Worldwide Inc. Philadelphia Media Holdings and Monster will be starting a co-branded jobs site – the first such venture between a big city newspaper publisher and Monster.com.

The parent of The Philadelphia Inquirer and The Philadelphia Daily News said the partnership with Monster would give employers a broader reach in their search for job candidates. Monster said its own local offerings would be enhanced in a partnership with the website of the newspapers, Philly.com.

"I think we're going to be able to really dominate this market," said Brian P. Tierney, Chairman and Chief Executive of Philadelphia Media. Mr. Tierney said Philly.com was the most popular website in

Philadelphia, with two million unique visitors a month. Monster.com holds a 50% market share of online job listings. It gets more than a million job postings throughout the year, including 10,000 for Philadelphia.

The alliance ends the relationship of the Philadelphia newspapers with CareerBuilder, a print and online classified ads service developed and owned by newspapers to combat rivals like Monster.

Source: Associated Press

Welcome to MySpace

MySpace is nothing short of a cultural phenomenon. For those who haven't logged on, the site is the online equivalent of your high school lunchroom, your college quad, your favourite bar. Except it doesn't sell much of anything, at least not yet. It's simply a place to hang out and express yourself. The users, the hardest core being teens and twentysomethings, post profiles and decorate them with photos, music, videoclips, blogs, and links. The site is home to 2.2 million bands, 8,000 comedians, thousands of filmmakers, and millions of striving, attention-starved wannabes - 100 million, actually. MySpace passed that number of registered users in early August, and on a typical day, it signs up 230,000. A year ago it passed Google in terms of traffic, and now MySpace ranks second to Yahoo! in page views, with one billion daily, according to comScore Media Metrix. While there are hundreds of "social-networking" sites, MySpace, the most risqué and chaotic of the majors, accounts for 82% of traffic in the category, according to Hitwise, a leading website tracker.

Out of their personal passion for the music scene in Los Angeles, where they live, founders Tom Anderson, 30, and Chris DeWolfe, 40, created an Internet site to promote local acts and connect fans and friends ... who connected friends ... who connected friends ... until, by last summer, 20 million people had joined MySpace.

When News Corp. and Rupert Murdoch came knocking in June of 2005, Anderson and DeWolfe were torn. They and the board of their parent company, Intermix Media, needed capital. But the founders were wary about submerging their "anti-authority" site to, well, authority. "They weren't too keen on the deal," admits Murdoch. A meeting in Murdoch's office - at which Murdoch vowed, "We're not going to tell you how to run the site" - convinced DeWolfe it could work.

"The users govern the site," DeWolfe says adamantly. But now he and Anderson have financial targets to hit, a "Chief Revenue Officer" to contend with, and serious pressure to make MySpace safe for advertisers.



The upside, of course, is the sugar-daddy factor. With Murdoch's backing, the site has an astonishing number of projects underway: a Google pact to sell text ads on the site; a MySpace Records label; a VoIP feature to let users call one another; international sites in Britain, Australia, France - with nine other countries in Europe and Asia coming soon. DeWolfe counts 20 new products in the development pipeline. "We think we can extend MySpace around the world and it can be a major force globally," says Murdoch, whose internet ambitions have helped drive News Corp.'s stock up 18% this year.

Several e-commerce deals - including a likely partnership with eBay or Amazon - are in the works, as is a MySpace Sports site and MySpace Fashion. Fox Interactive Media is also upgrading MySpace's photo- and video-storage capabilities to compete with the likes of YouTube and Yahoo!'s Flickr.

MySpace needs a technical upgrade. The site crashed for half a day in late July. Page loads have slowed dramatically, and the site, say tech bloggers, suffers from inadequate hardware and junky code.

Under pressure to deliver profits - the business brought in just under US\$ 200 (EUR 157) million in revenues this year and lost money after acquisition-related costs - the entrepreneurs are building MySpace's ad sales force. They're also collaborating with FIM executives to raise ad rates - an ad on MySpace's home page goes for less than Yahoo!'s rate of around US\$ 600,000 (EUR 417,174) a day - and attract more national advertisers. MySpace already has a lot of them: Coke, Pepsi, Procter & Gamble, plus the major automakers, mobile phone carriers, and film distributors, who can't open a youth-targeted movie these days without a MySpace page which sell for US\$ 100,000 (EUR 78,500) and up.

Murdoch and his fellow authority figures clearly want to use MySpace as a distribution arm. In mid-August the company announced plans to sell Fox TV shows and movies on MySpace, and Murdoch says he's been approached by other networks. "Whether it's a CSI or Law & Order or Desperate Housewives, we'll welcome the content."

No question, the MySpace user base is changing. Some 87% of users today are 18 or older; 52% are 35 or older, according to comScore. Might MySpace



become too big and broad and successful to be cool? DeWolfe disagrees: "We're not deciding what's cool. Our users are," he says. "MySpace is all about letting people be what they want to be."

Source: Fortune Magazine



Bebo Bands

Social networking site Bebo has launched a music offering, Bebo Bands, heating up the competition with main rival MySpace. Bebo claims to have already attracted more than 25,000 groups and artists to its offering, which enables users to upload their own music tracks.

Among a host of features, which Bebo claims will take "the online music experience to the next level", users can upload unlimited music and content including albums and video. Main rival MySpace Music only allows users to upload four tracks. Bebo has established deals with record labels and independent artists to provide users with music and features, including a playlist chart, which will update the most copied playlists for Bebo Bands users.

According to Nielsen//NetRatings, Bebo is the largest social networking site in the UK. It has more than 25 million registered members worldwide.

Source: Digital Brand Revolution



Classifieds converge

Online classifieds site LiveDeal and e-commerce transaction firm AdStar have signed an agreement to bring together LiveDeal's web classifieds and local print classifieds, online and off. The pair-up gives LiveDeal access to the 40-some print newspapers employing AdStar's classified ad transaction system. AdStar print partners include Advance Internet and Fairchild Publications NY papers, Houston Chronicle, Chicago Sun Times, The Washington Times, San Jose Mercury News, Boston Herald, Orlando Sentinel, and Denver Post.

Online classifieds advertisers will have the option of upgrading their listings by paying to include

them in the classifieds sections of relevant local print papers. On the flipside, print classifieds advertisers will have the opportunity to publish their ads within LiveDeal's web listings. After submitting LiveDeal listings, interested advertisers will be sent to AdStar's platform to purchase print ads in selected papers and customize them.

All LiveDeal online classifieds are free other than those advertising jobs and business services, which cost US\$ 9.95 (EUR 7.85) per listing. Individual newspaper publishers will determine the cost of web-to-print upgrades, according to LiveDeal CEO Rajesh Navar.

The newspaper industry is feeling the tightening grip of free web classifieds services; the LiveDeal arrangement with AdStar represents a potential for cooperation among print newspaper publishers and the online classifieds outfits threatening to eat their ad revenue for supper. The classifieds site's deal with AdStar acts as "a bridge that needs to be built between the online and offline world," suggested Navar. He doesn't think AdStar's newspaper clients will face a tough decision when it comes to implementing the LiveDeal classifieds option. "From online to print, it's just extra money, so I don't think it will be an issue," he explained.

LiveDeal already has an arrangement in place with Canada's Torstar Corporation to distribute free local listings to web versions of The Toronto Star, The Hamilton Spectator, The Record and The Guelph Mercury. The online classifieds firm gets 50% of its revenue from ad placements on its site; the other half comes from pay-per-lead services sold to advertisers and other listings enhancements.

A recently-published white paper from local media research firm The Kelsey Group reinforces the notion that tides are shifting from classifieds competition to the convergence of various forms of online and print ads. The "Newspapers 2.0, Part 3: Changing Directions in Newspaper Advertising" paper observes that publishers are starting to see web classifieds products, as well as performance-based advertising and Yellow Pages ads as offerings



NYPDrive

The New York Post has launched a new automotive classifieds channel on the web, NYPDrive, which will allow car buyers to research, compare and configure new vehicles before purchasing them.

Developed by Adicio, the channel includes a "Vehicle Configurator", which allows buyers to specify a car's make and model, then choose trim, options and colours. Another feature, the "Vehicle Comparator", allows buyers to compare features, advantages, photos and colours for up to nine vehicles. There are also vehicle reviews and reports for true market value pricing, independent car reviews, ratings, and expert advice.

Once they have selected the car they want, users are directed to local dealers who have their model in stock.

Source: Editor & Publisher

that can provide supplementary ad revenue and attract a new segment of advertisers. The Kelsey Group suggests newspaper publishers now have the opportunity "to converge classified, display and performance-based advertising with Yellow Pages advertising. To do so, newspapers must develop better search technology to index and serve combined local and national news, classifieds, and Yellow Pages results."

Source: ClickZ News

Times to offer free ads in print and online

Times Newspapers now offers free print and online advertising to private individuals selling cars. The free newspaper advertisements will consist of a title, a two-line description and a "carlocator" number to enable readers to find more details on Times Online. The offer, which applies only to advertisements booked online, is limited to one advertisement per individual each quarter. For a fee, advertisers will be able to enhance their advertisements with more information, choose more prominent positioning or advertise in Times Online's Driving bulletin, which the newspaper group says has 40,000 subscribers. Times Newspapers said the scheme is intended to increase its share of the motor advertising market,

and to develop the relationship between the newspapers and Times Online.

Source: Press Gazette



Newspapers and car dealers struggle online

According to recent WAN research, newspapers in developed countries increased overall revenues by 4.2% in 2005 from a year earlier. Revenues from print classified advertising increased by more than 5% during the period, a major improvement compared to the decline of 12% reported the previous year, when overall revenues grew by more than 4%.



"The overall figures mask a major contrast between the growth in recruitment and property advertising on the one hand, and the collapsing categories of automotive, travel and private party advertising on the other," says the report. Market share of automotive classified advertising, however, was down 12% from the previous year, by far the biggest loss across all categories.

The report notes that automotive advertising has been hard hit because auto dealers are finding

themselves "disintermediated" - classified sites and direct sales channels are cutting out the need for dealers from the sale of used cars. This poses a dilemma for newspapers: if they embrace the change and offer platforms like direct sales, they are likely to alienate their most important advertisers.

Other key findings:

- The internet accounted for 7.6% of recruitment revenues at newspapers that participated in the study, up from 2.7% in 2004 and 1.5% in 2003
- White collar jobs tend to be the first recruitment category to migrate to the internet and is the category where newspapers have lost the most in the last few years: 21% of their market share has moved online
- Newspapers have managed to hold on to about one quarter of the revenues lost from print in their own online operations. Another quarter of the revenues have migrated to "pure play" internet companies, while the remaining revenues have been cost savings to advertisers due to lower rates and fiercer competition online than in print. A further problem for newspapers is their inability to charge anything close to print rates for ads placed online
- For regional newspapers, property advertising has emerged as the least vulnerable category because this is the most "local" area of advertising

"The central message of this year's study of classified migration is that complacency is still the largest enemy of the newspaper industry," says the report. "While many newspapers have a dominant market position online, the majority still do not have a realistic strategy to face the inevitable migration process: they have so far failed to adjust their business models and mindset to the new market place."

Forced integration?

With the growing importance of online, companies are trying to figure out how to best "integrate" their online and offline buying or selling units.

Is this the right strategy? Forcing integration certainly makes sense for some activities in today's new multichannel media companies. But it doesn't make sense all the time.

A number of reasons:

- different missions: online sells response whereas offline sells media presence
- different clients: their buyers' behaviours, expectations, motivations and even locations may be different
- different consumer value propositions: online sells access which consumers 'pull', offline sells distribution which is largely 'pushed'
- different product standards: online media is about experimentation and innovation, offline is about certainty and reliability
- different P&L goals: online is about building future cash-flows, margins and new customers. Offline media these days is all about harvesting cash flow and maximizing margins
- different cultures: online entities tend to have relatively flat structures, few rules and their compensation is much more frequently based on risk and reward. The offline world tends to be hierarchical, with lots of work rules, and pay is more fixed and certain.

Adapted from an article in *MediaPost*

Online classifieds increase in popularity

comScore Media Metrix, the leader in digital media measurement, released an analysis of consumer activity at the top online classified sites, which showed that traffic to the online classifieds category has grown 47% in the past year to 37.4 million Internet users, reaching about 22% of the total Internet population. Category leader Craigslist.org attracted 13.8 million visitors in July 2006, up an impressive 99% during the past year. Trader Publishing Company ranked second with 10.2 million visitors (up 15%), while AutoTrader ranked third with 6.4 million visitors (up 14%).

"While online classifieds are not new, it appears that Internet users are really beginning to catch on to this phenomenon," commented Andrew Lipsman, Senior Analyst of comScore Networks. "With nearly 50% growth in the past year, online classifieds are growing at a rate that surpasses most other categories. As the category leader, Craigslist has clearly impacted the way in which new and traditional media companies approach the classifieds business."

Source: comScore Media Metrix

Online local ads mostly hype

According to a new report released by eMarketer, online local advertising still has a lot to live up to. Of the US\$ 16.7 (EUR 13.2) billion spent on advertising in 2006, only 7.9% of that was spent on online local ads. Online local advertising is expected to grow at an explosive rate of 51%, says eMarketer, but the low percentage of money being spent on local online ads means that local online ad spending will only amount to 10% of the projected US\$ 20.3 (EUR 16) billion ad spending in 2007.

The report also says that among local advertisers, online is almost an afterthought. By 2008, while the total amount of money spent on local advertising will make up almost 35% of the money spent on all advertising media, local spending online will total only 12%. "One should never underestimate inertia and tradition when trying to gauge future paths for the local online ad market," said David Hallerman, author of the report.

The report cites the practice of many local print publications of bundling online with print local advertising, hindering purely online local sales. It also examines customer behaviour and says that while 63% of the US goes online regularly, a fraction of a percent of them actually use local search engines, a prime venue for local online ads. Local search, though, is the prime factor in driving the growth of online local advertising.

Source: Adotas

TOP 10 ONLINE CLASSIFIEDS SITES BY UNIQUE VISITORS ('000)

	Jul-05	Jul-06	% Change
Total Internet:			
Total Audience	167,444	173,191	3
Classifieds category	25,487	37,423	47
CRAIGSLIST.ORG	6,928	13,804	99
Trader Publishing Co.	8,832	10,155	15
AutoTrader	5,645	6,434	14
CARS.COM	4,627	4,504	-3
APARTMENTS.COM	2,311	2,858	24
LIVEDEAL.COM	535	1,092	104
HOMESCAPE.COM	934	1,002	7
BACKPAGE.COM	N/A	1,001	N/A
OODLE.COM	162	909	463
Regional sites HelpWanted.com	870	863	-1

UPCOMING EVENTS

5-6 October 2006

ONLINE REVENUE GENERATION LAB

Amsterdam, The Netherlands

www.icmaonline.org

Organised by: ICMA

9-12 October 2006

IFRA EXPO 2006

Amsterdam, The Netherlands

www.ifraexpo.com

Organised by: IFRA

26-27 October 2006

THE WORLD DIGITAL PUBLISHING

CONFERENCE & EXPO

London, UK

www.wan-press.org

Organised by: World Association of Newspapers

8-11 November 2006

GENERAL MEETING AND ICMA'S 20TH ANNIVERSARY

Munich, Germany

www.icmaonline.org

Hosted by: VMH Quoka Verlag

Organised by: ICMA

22-23 February 2007

WORLD NEWSPAPER ADVERTISING CONFERENCE & EXPO

Location to be confirmed

www.wan-press.org

Organised by: World Association of Newspapers

12-14 April 2007

ACFP ANNUAL CONFERENCE AND TRADE SHOW

New Orleans, USA

www.acfp.org

Organised by: Association of Free Community Papers

3-6 May 2007

GENERAL MEETING

Lisbon, Portugal

www.icmaonline.org

Hosted by: Ocasião Edições Lda

Organised by: ICMA

November 2007

GENERAL MEETING

Amsterdam, The Netherlands

www.icmaonline.org

Organised by: ICMA

Craigslist, a hitlist for robbers?

Police have reported a handful of robberies resulting from ads on Craigslist, including five that have occurred in the last month in the San Francisco Bay Area, the home of the popular online bulletin board.

Robbers posing as buyers and sellers have sometimes used guns in taking cash and hundreds of dollars in property from victims, the San Francisco Chronicle reported.

Craigslist officials were not immediately available for comment, but Chief Executive Jim Buckmaster told the newspaper that the violent incidents are rare occurrences, given that people post 10 million classified ads on the nationwide, self-service site each month. Nevertheless, police and Craigslist advise users to take precautions, such as meeting potential buyers or sellers in public places.

Because of a lack of data, it's difficult to determine whether the recent robberies mark an increase in violence involving Craigslist users, but a half-dozen police departments contacted by the Chronicle said they couldn't recall a robbery related to the online bulletin board before 2005.

The violence is in stark contrast to Craigslist's image, which goes back to the hippie era in the '60s when bartering was encouraged as an alternative to commercialism. The site, for example, displays a '60s peace sign next to its URL.



Leavers/new people

Peter Das of ViaVia, the Netherlands has now left and his replacement will be announced shortly.

Johannes Krenn is now acting ACP for Bazar, Austria

Loredana Ghejan takes on the role of ACP for Bazar Bihorean & Publitim, Romania

General Manager **Michiel van der Meer** is leaving Speurders.nl. The website of TMG was launched two years ago and he thinks it is time for new management. "The pioneer stage is over and I am very proud of what we've achieved as a team," says Michiel. He will reveal soon what 'new challenge' he's taking up.

New starters

ICMA welcomes **Tomasz Tadaniewicz**, acting ACP of Anonse Poland who joined ICMA in July and brings a further four new papers to the ad-exchange.

ICMA Committee Members

Chairperson:

Jill Armer, *Buy & Sell*, Ireland

Email: jill.armer@buyandsell.ie

Secretary:

Rob Paterson, *Friday-Ad*, UK

Email: robp@friday-ad.co.uk

Treasurer:

David Waghrone, *Northcliffe Newspapers Group*, UK

Email: david.waghrone@lincolnshireecho.co.uk

Committee members:

Gerald Coniel, *JunkMail PTY*, South Africa

Email: gerald@publishers.co.za

Mike Katajamäki, *Ilta-Sanomat Inc.*, Finland

Email: mike.katajamaki@sanoma.fi

Sergey Kochurin, *Camelot Ltd*, Russia

Email: serg@cmlt.ru

Josef Kogler, *Inform Media Group*, Hungary/Romania

Email: kogler@inform.hu



ICMA newsletter

This newsletter is a members publication for ICMA and is published four times a year.

©2006 International Classified Media Association.

Executive Director: Lucie Hime

Editor: Karina van Lenthe

Address:

Koggestraat 9H

1012 TA Amsterdam

The Netherlands

Telephone: +31 20 638 2336

Fax: +31 20 638 2371

Email: info@icmaonline.org

Website: www.icmaonline.org

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.1/2007

ICMA's first Newsletter for 2007 is due out early January 2007. Please send us your contributions before Wednesday 13 December 2006.

Treading on eggshells

CBS is going where no other advertiser has gone before, on eggshells. The network is taking advantage of a new technology that lasers freshness data onto eggs to place its logo on the shells themselves. The company offering the service expects that consumers will see the ad at least a few times for each egg, when checking for cracked eggs at the store, when transferring them to the fridge, and when cracking them for cooking.