

## ICMA comes home

As I type this, the last copies of the Amsterdam brochure are being packed into boxes at the printers and next week we will be mailing them out to members and prospective members all over the world. Details of the programme that we have planned for you can be found on page 4 of this newsletter and we hope that you will be able to join us in our home city (in just 74 days!) to enjoy the "100% Digital" conference theme and the valuable networking that ICMA events always afford.

This summer has been extremely busy at Head Office with the change of staff, a new Committee (to be moulded into shape!), the transfer of PHOENIX to complete, a major recruitment drive to plan and launch

as well as the small matter of preparing the Amsterdam General Meeting. Throughout, Shay and I have really had a sense of moving forward and entering a new era for the Association, and we are determined that the re-focused team will deliver ever-improving standards of service to ICMA members and the wider classified media industry. The Amsterdam GM is just the start...

Our sector continues its relentless transformation of recent years and shows no sign of slowing. Publishers of traditional classified print media, in newspapers or stand-alone publications, online-only marketplaces, classic verticals, super-niche or horizontal, or directory providers, again in print or Internet Yellow Pages (IYP), are jostling for space in an expanding market space. We can all learn from each others' successes and

failures, as can publishers from markets in different stages of development.

I believe strongly that embracing the agents of change, and learning from them, is the only way that we can all adapt and prosper in the current climate, and I hope many non-members of ICMA will join us at the Amsterdam GM to benefit from, and add to, our shared knowledge.

You are all "hartelijk welkom in Amsterdam!"

**Lucie Hime, ICMA Executive Director**

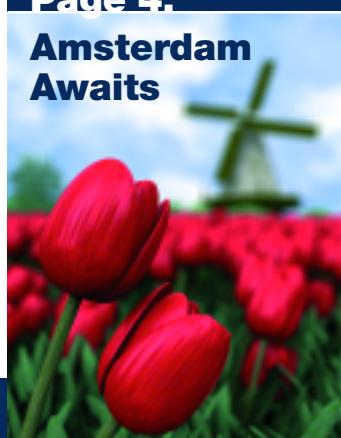


## From the Chairperson

We have a rule in place at Friday-Ad that any of our Field Sales Representatives can ask me to accompany them on a client or prospective client visit. Although I don't often get called upon to "sell" it's always a great experience when I do. At the very least I'm challenged out of my comfort zone and I always learn something from talking to the customer.



### Page 4: Amsterdam Awaits



This visit was to a multi-branch car dealer who had reduced his spending with us. We were trying to gain back this spend and hopefully more.

A few years ago the only product that I could have offered this car dealer was print. As we discussed his needs I was able to offer him print plus a variety of other solutions from website design to managing his Google AdWords campaign to the extent that he asked "What business are you in?"

Thankfully this a question which we've been asking ourselves a lot lately, so I was able to reply quickly that we're in the business of putting buyers and sellers together, for us the technology and format are just a means to an end.

Our next General Meeting is rapidly approaching and if you take a look on the ICMA website you can get a preview of the diverse range of topics and quality speakers that will be presenting.

We always try to put together a conference that will have something for everyone – this year that's more true than ever before as with any publishing operation the opportunities to provide solutions for advertisers is almost unlimited and the boundaries that used to exist between classified, directories, search and even TV increasingly disappear.

If you're in the business of putting buyers and sellers together make sure you're in Amsterdam to learn what opportunities exist for all of us today.

**Rob Paterson, ICMA Chairperson**

## In this issue:

Europe's creative capital is preparing for your arrival! (Hopefully the weather will cooperate as well – no guarantees on that one though.) Bikes, canals, tulips, windmills and the thrill of truly cultural Mecca await you in Amsterdam along with the excellent line up of speakers and events we have ready for you at the Amsterdam General Meeting taking place 31 October - 3 November 2007. More details are on page 4.

**PAGE 1-2: HEAD OFFICE NEWS:** From the Executive Director ■ From the Chairperson ■ Committee Brief ■ Growing the Membership ■ Welcome to AIWaseet International and Page 7 Media ■ Welcome to Mobiya ■ Thank you to Associate Members

**PAGE 3: HEAD OFFICE NEWS/PHOENIX:** ICMA GM Destinations 2008 ■ The PHOENIX takes flight...

**PAGE 4: GENERAL MEETING:** Amsterdam General Meeting 31 October - 3 November 2007

**PAGE 5-7: MEMBER NEWS:** DMGT sells Fish4 stake, buys JobsGroup.net ■ Bargain News improves conversion by incorporating presence ■ Associated sells Buy & Sell, puts Loot up for bidders ■ Autotrader woos sellers

**PAGE 7-10: INDUSTRY NEWS:** Zweite Hand sold... ■ Alma Media announces Q2 results ■ Finally... a local sales force for Google? ■ Online classified ad publisher incorporates foreclosure data ■ Trader Media East Q2 revenues up ■ 2007 – The year of mobile? ■ Media Corp launches interactive ad portal mocca.com ■ Packer, Macquarie pay EUR 357 million for Immobilien ■ Video breaths life into the classifieds ■ New CEO and President named at Metro ■ Good classified performance helps Archant's half-year results ■ Yahoo! Upgrades its local search and abandons "For Sale" text

**PAGE 11: RESEARCH:** Newspapers braced for ad declines ■ 2006: Good for car dealers, bad for newspapers ■ Online yellow pages market growth to exceed 10 percent

**PAGE 12: CONNECTIONS:** Upcoming Events ■ Search Marketing Expo's ■ Committee Members ■ John King to join Trader Media Group ■ ISA's Klaus Abele resigns

## New Associate Member:



ICMA is proud to welcome our newest Associate Member Mobiya. Mobiya is a first-mover and patent pending person-to-person communications system that enables mobile social media in classified advertising. The company develops and brings to market, mobile messaging services and technologies. Specific technology focus areas include interactive and transactional systems for online classified advertisements, social networking and community portals. We are happy to announce they will be exhibiting and sponsoring at the Amsterdam GM, so make sure to stop by and say hello to Martin Davis, CEO and Sacha Vekeman, VP Sales and Marketing.

Koen Vandaele of Koopjeskrant provided this lead to Head Office and we're very grateful to him – Koopjeskrant will receive a bounty credit against their 2008 member fees – "Dank u well!"

## Longstanding Associate Members:

ICMA would also like to give a HUGE thank you to our existing Associate Members. Please keep them in mind when searching out new ideas to implement into your classified ads:



## Growing the membership

As part of ICMA's mission – "to serve our members through facilitating the exchange of information and best practice in order to improve the performance of the classified advertising industry" – we want to attract new members to join the Association. During the summer Committee Meeting, we held a brainstorming session to identify how we could best achieve this and Head Office has been busy implementing some of the excellent ideas that came out of that session. The new database has been fully rolled out, the existing prospect lists cleaned up and imported, and new prospects added at a rate of knots.

To achieve this, we've brought in a stream of students over the summer with native foreign-language skills and tasked them with researching classified media companies in specific markets. So far, we've covered Poland, Italy, Romania, Spain/Latin America, Russia, Hungary, and Turkey, and we plan to research Germany, the Benelux, Bulgaria (just as soon as we can

find a Bulgarian-speaker!), the Nordics and the Czech/Slovak markets over the next few weeks. Each student delivers about 20-30 companies, many of which are online-only players, with about 30-40 contact names in total, so the database is growing steadily.

I'd also like to thank Jack Humphreville of Target Media Partners who has been very generous in sharing his extensive contact list from the US market, Rob Paterson for UK prospects, and Genevieve LeBrun who has helped enormously with leads in the directory world. We hope to welcome lots of prospective members to the Amsterdam GM which will add huge value to the event as well as strengthening the membership base for 2008 and onwards.

**REMEMBER:** You can all help Head Office in this recruitment drive simply by sharing your local market knowledge with us, and benefit from the 15% bounty payment that each new member represents. Visit the ICMA site at [www.icmaonline.org](http://www.icmaonline.org) for more details or mail Lucie on [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org).

## Welcome to AlWaseet International and Page 7 Media!

ICMA is delighted to welcome two new members to our "family". AlWaseet International is a fast-growing media company based in Dubai in the United Arab Emirates, and operating in Saudi Arabia, Kuwait, Bahrain, Qatar, Lebanon, Syria, Egypt and Sudan as well as their local UAE market. They publish the Al Waseet classified print brand and are also online at [www.ewaseet.com](http://www.ewaseet.com). Thanks to Sally at Loot for introducing them to ICMA (Loot will receive a bounty payment to offset against their 2008 fees), and also to all members who made Wael Steitie, AlWaseet's Marketing Manager, welcome at the Lisbon General Meeting. We look forward to seeing Wael again in Amsterdam, and hopefully meeting John Fawaz, AlWaseet's Managing Director too.

The second new member is Page 7 Media of Ireland. Based in Dublin and headed up by Ray Egan, Page 7 Media has a portfolio of print and online titles, including Car Buyers Guide, a dedicated autos product which offers great user functionality and features at [www.carbuyersguide.ie](http://www.carbuyersguide.ie). Previous shareholders of Page 7 Media are Scott Davidson of Trade-It and Bargain Pages, and Joel Cochrane of Bargain Finder in Canada. Rob of Friday-Ad introduced this new member and will receive the bounty credit, and we hope to meet Ray and his team in Amsterdam as well!

## Committee brief

The Committee held their summer meeting in Amsterdam in early July and discussed three key issues: improving General Meeting content and value, the spin-off of the PHOENIX system, and the recruitment marketing strategy.

A number of new topics and speakers were identified for Amsterdam and themes for Istanbul (Leveraging Synergies) and Miami (Classified Search) defined – lots of work for Head Office to get stuck into there!

The Committee discussed their requirements for the contract to transfer the PHOENIX system to Joshua Advanced Media Systems and Quoka Verlag. An update on this agreement can be found on the opposite page.

And finally, some great ideas came out of the recruitment brainstorming session, almost too many to implement all at once!

Unfortunately, David Waghorne, ICMA Treasurer, informed the Committee of his decision to step down with immediate effect. This means that there is now a vacancy on the Committee which must be filled by an election at the Amsterdam Business Meeting on Saturday 3 November. If anyone is interested in standing for this position and would like to know more about what it involves, please feel free to contact Lucie at Head Office on [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org) or any of the current Committee whose contact details are listed on the back page of this newsletter.

The next Committee conference call will take place on Friday 7 September and the next Committee Meeting on Wednesday 31 October just before the Amsterdam GM. If you would like to propose any items for the agenda, please contact Lucie at Head Office.



## ICMA GM Destinations 2008

Head Office is getting a jump start on 2008 – the General Meetings that is! We have already decided on the locations and the spring GM dates are now confirmed so mark your agendas!

Turkey will be the next country ICMA will be popping up in, and we will be in the only city in the world on two continents- Europe and Asia. That's right, **Istanbul** is the next ICMA GM city and the dates are Thursday 17 April – Saturday 19 April 2008.

Istanbul is a thriving city of 12 million people who come together to form a melting pot of many religions and cultures. This city offers some amazing sights, such as the Topkapi Palace, the Blue Mosque, Hagi Sophia and of course the Grand Bazaar which is home to over 4000 shops. The teambuilding activity might just be getting through the Grand Bazaar without buying a thing!

We have confirmed the hotel, the Ceylan Intercontinental Istanbul which has a majestic view of the Bosphorus from its City Lights Bar located at the top of the hotel. And even more importantly the theme has been decided and will revolve around "Leveraging Synergies," covering how the digital and offline channels can complement and reinforce each other.



Next stop for the autumn 2008 ICMA GM ... **M I A M I**. Shay is getting ready to head out on a site visit in September to ensure the best location and negotiate the best hotel prices for the ICMA membership. Once the dates have been confirmed we will post them on the website, although plan for November 2008.

Miami is a city blessed with great weather and unparalleled natural beauty. Miami's pulsating rhythms and charms are well known by all. The main attractions are its top-rated beaches, water sports, tennis, golf, great shopping, dining, and exciting nightlife ideal for celebrity spotting. We are happy to report the ICMA Committee has already decided on the theme of "Classified Search!" Keep a lookout as we confirm dates, hotel etc. We want to see you there!



## The PHOENIX takes flight...

As you will know, the membership voted at the Business Meeting Lisbon to transfer control and day-to-day management of the PHOENIX system to a third-party provider so that the Association could re-focus its attention on its core business of knowledge exchange and sharing of best practice.

Since the vote in Portugal, Head Office has been in negotiations with Joshua Advanced Media Systems and its shareholder, ICMA member Quoka Verlag which is a main user of the ad-exchanging platform. The objective of all parties has been to achieve a transfer agreement which will protect the existing users and their business, deliver a viable business to the new owners that they can develop sustainably, and to obtain a financially satisfactory result for the Association.

We believe that the final agreement that has been reached has achieved all these objectives and lays a firm foundation for the future development and growth of the PHOENIX service under new management.

Key features of the agreement for PHOENIX users include:

- existing pricing rates and structure to remain until 31 December 2007
- pricing rate increases limited to the current European Central Bank interest rate until 31 December 2008
- any change to pricing structure before 31 December 2008 to be approved by a majority of users
- the establishment of a user group to advise on development and management
- continuation of comparable levels of management and service as laid out in the Conditions of Use
- new data confidentiality agreement with each publisher
- delivery of the new self-service "face" and the online-only "Network Ads" by 31 March 2008

The letter of intent is with Martin Welker, the ICMA lawyer, and we expect the contract to be concluded by 31 August 2007.

We wish Konstantin Kandler and Stephen MacLachlan at Joshua, and the team at Quoka all the very best as we wave goodbye to a large piece of Association history, and look forward to what the future holds for us all.



## Amsterdam is awaiting your arrival!

For the autumn 2008 ICMA General Meeting, we have a fabulous location right in the heart of Amsterdam, amid the many beautiful canals, The Radisson SAS is situated close to the main tourist attractions, Dam Square, many museums, theatres, the bustling nightlife, the plentiful shopping areas of the city centre and of course the important business districts that are nearby as well. The main meeting room, Het Wapen, is located on the top floor of the hotel and offers stunning views over the city's canals.

We have also prepared a fantastic social schedule which provides ample opportunities for our delegates to network with not only one another, but also with our very knowledgeable line up of exhibitors and sponsors. Make sure to take full advantage of these special networking activities which kick off with the Team-building painting event on Wednesday 31 October. Time to let your hair down and get those creative juices flowing! Make sure to sign up quickly as there are a limited number of spaces available.

Next up we will give everyone a proper welcoming with the Welcome Reception including a few words from the ICMA Chairperson Rob Paterson, and from there we will make our way to enjoy a delicious meal at a truly unique restaurant 'In de Waag' - lit by 300 candles.



## Sharing best practice

This new format will bring publishers together in an informal and relaxed two-hour session on Friday afternoon to discuss a series of pre-researched key performance indicators. The aim is to 'get behind' the numbers and really understand what business decisions and strategies can impact these important markers. Participants will be asked to submit in advance 9-10 easily-established metrics (e.g. % annual growth in online revenue, or sales channel breakdown). These will be shared with the session attendees, and discussed in small groups, so that participants can quiz the star performers on how they have achieved their results, and in turn share their best practice with the group. A fantastic opportunity to ask all the questions you've always wanted to!

Participation in this session is strictly limited to 20 attendees on a first-come-first served basis – please indicate your interest when registering.

Thursday evening provides another excellent venue in which to experience a traditional Dutch dinner, Haesje Claes, while continuing to network with diverse delegates from around the world.

It is always a real pleasure for the ICMA HO to send you all home with some wonderful memories as well as new friends and contacts. With that in mind, we recommend you coming aboard for a truly special Gala Party! We will set sail on the Prins van Oranje with one goal in mind – a celebration to be talked about in the



GM's to come! OK, two goals – the latter being that nobody falls overboard! ☺

## “100% Digital”

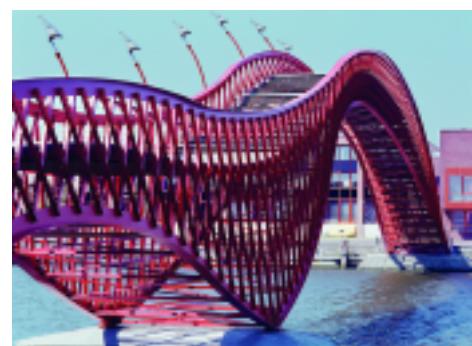
You should already have received the conference programme for the Amsterdam General Meeting, and we hope that you are as excited by the excellent line-up of speakers and topics as we are. The idea of producing a programme which was unashamedly focused on the digital platform was one of Gerald Coniel's last acts as a Committee member in Lisbon, and once the decision was made the suggestions for topics, angles and speakers came so thick and fast that Head Office was seriously thinking of programming an extra day(!).

The Keynote speaker is Greg Sterling, a renowned analyst and prolific writer, he ran the Local Interactive Media Unit at the Kelsey Group until relatively recently when he left to establish himself as an independent consultant and authority on the converging local media space. His blog ([www.screenwerk.com](http://www.screenwerk.com)) is one of the best informed and analytical available, and his address in Amsterdam will help set the digital scene for our time together.

We're also delighted to feature a panel and a workshop focusing on the mobile channel, one which classified media publishers have taken to with great enthusiasm in recent years. The panel will be led by Bob Cauthorn of CityTools LLC, and include case-studies from real-life publishers as well as Jan Webering of Sevenval who will present the results of the implementation of their mobile applications in a classified environment. The workshop, led by Mark Challinor of G8Wave UK, will provide a forum to discuss all the latest developments and strategies (and more).

Head Office has lost count of the number of times that we've been asked for a Yahoo! speaker, so we're extremely pleased to have finally secured an excellent representative from the world's biggest online media company. Jean-Christophe Conti is the Head of Search Marketing and will be presenting Yahoo!'s thoughts on the changing search landscape and what it means to classified publishers. Thanks to Oscar Diele of Marktplaats (and LinkedIn) for helping us connect with Jean-Christophe.

Finally, we'd like to draw your attention to the many ICMA members (real publishers) who are giving up their time to share their knowledge and experiences with delegates in Amsterdam. Thanks (in advance) to Genevieve LeBrun of Trader Corporation, Felix Erken and Gerald Coniel of Junk Mail, Dan Rindos of Bargain News LLC, Peter Moerkenborg Hansen of Den Blå Avis, Margus Tomberg of AS Sanoma Baltics, Paul Wessels of



European Auto Trader BV, and Fredrik Larsson of Mascus (part of Alma Media).

There are many more great speakers, panellists, and facilitators participating in the programme that we don't have room to mention here but all their topics and biographies can be found on the ICMA website at [www.icmaonline.org](http://www.icmaonline.org).

**REGISTER ONLINE AT [WWW.ICMAONLINE.ORG](http://WWW.ICMAONLINE.ORG)**

## Bargain News improves conversion by incorporating presence

In automotive retailing, where the preferred online conversion event is a live conversation between a salesperson and an in-market shopper, a new tool has emerged to improve conversion rates. It is called presence-based marketing.

With presence-based marketing, website providers change the look and behaviour of an online ad or webpage based on real-time knowledge about the availability of a dealership's sales staff. When one or more salespeople are available, a graphic with a strong call-to-action and integrated communication options "drops in," stimulating site visitors to act.



Presence-based marketing works because it scratches some important itches for both dealers and shoppers.

Dealers place a higher value on live conversations versus form-based leads because history shows they are 3 to 4 times more likely to result in a sale. Another fact is that dealership salespeople are up-and-down throughout the work day, unlike call centre agents from other industries that are always "standing by." Thus, knowing when salespeople are available is vital to improving conversion, and knowing when they aren't is key to averting a bad shopping experience.

And speaking of shoppers, auto shoppers invest hours of time online researching their vehicle purchase: a whopping 4.9 hours on average, according to a 2004 J.D. Power & Associates study. When they find a vehicle of interest, shoppers typically have one or two quick questions to ask, such as "do you still have this particular vehicle in your inventory?" Filling out a form on the promise that "someone will get back to you soon" is unfulfilling. Shoppers want instant gratification, and they want to feel in control of the communications process, be it voice/IM/email.

Online automotive shopping, an example of the research-online purchase-offline pattern, starkly contrasts with shopping cart-based ecommerce. The conversion event isn't an online purchase; ideally, it is a live conversation between shopper and salesperson that leads to a showroom visit and, ultimately, an offline transaction.

Using presence-based marketing tools, auto classified publisher BargainNews successfully increased conversion by 77% during the first half of 2007. The site currently contains more than 40,000 listings from the CT/NY/NJ tri-state area, serves more than 10 million pages views a month and directly services over 467 area new and used car dealers.

Like many of their peers with a print media heritage, BargainNews had previously achieved success in moving content online and attracting significant website traffic. Next, they faced a new set of challenges. The first was measuring the value of their advertising packages (i.e., proving the value to their dealers as measured by the quantity and quality of leads brokered via both print and online media) and secondly, increasing the yield, or conversion rate, of their website.

BargainNews evaluated several solutions and ultimately chose the ContactAtOnce! presence-based marketing solution because it addressed both of their challenges, whereas traditional call tracking provided only a partial solution. As well, BargainNews saw the presence-based features as a valuable usability enhancement.

"Our constituents, both site visitors and auto dealers, like the user experience," said Dan Rindos, VP of operations at BargainNews. "Site visitors like the instant gratification that comes from knowing when a salesperson is available and being able to make contact instantly. Dealers like to engage prospective customers in live conversations because, based on historical tracking data, they know their chances of making a sale go up."

The improvement in conversion, fully tracked and measured, has enabled BargainNews to more effectively sell the value of their advertising packages to dealers, translating into improved retention of existing advertisers.

## DMGT sells Fish4 stake and buys Jobsgroup.net

Lost in the small print of a recent news release on an unrelated topic, Daily Mail and General Trust of the UK (owners of Loot) mentioned it has sold its 25% stake in Fish4 to the three other shareholders. Terms weren't disclosed.



Created in 2000, Fish4 combined the online activities of the U.K.'s four leading regional newspaper publishers – DMGT / Northcliffe, Trinity Mirror, Newsquest and the Guardian Media Group – into one national classified-advertising platform and brand.

Fish4 bought the publishers valuable time to develop and implement their own online strategies. DMGT has been pulling back from involvement in Fish4 for some time, now that its own online properties link to its vertical sites such as primelocation.com, motors.co.uk and jobsite.co.uk. If DMGT's move is a clear indicator of the company's online strategy, where it leaves Fish4 is far from clear. Of the three remaining partners, Trinity Mirror is developing an online strategy similar to that of DMGT and is in the process of reducing its regional print portfolio. Guardian Media Group, which is reviewing its online strategy, owns the UK's leading auto classified website, Autotrader.co.uk, which does not contribute listings to Fish4. Fish4 fits perhaps most closely with the strategy of the remaining shareholder, Newsquest, owned by Gannett. Fish4jobs is the direct U.K. equivalent of CareerBuilder.com, which also is owned by a consortium of newspaper groups.

At the same time, DMGT has continued to increase its online portfolio with the purchase of JobsGroup.net for GBP 10 (EUR 14.7) million. Built around a number of recruitment sites, the JobsGroup.net boasts ten niche markets, including JustConstruction.net, DefenceJobs.com and JustExecutives.net to name three.

The existing management will continue to run the sites, which will retain their current branding – although it is highly likely that they will strike 'internal partnerships' with properties both in



Associated Newspapers and DMGT plc. Current figures show JobsGroup.net on course to earn roughly GBP2 (EUR 2.94) million in this financial year, up from GBP1.1 (EUR 1.62) million in 2006/07.

## Autotrader.com woos sellers

Traditionally, when consumer automotive websites advertise, they are pitching to car buyers – not car sellers, since online car-marketing websites make money directing leads to dealerships. That is changing. Yahoo! recently launched a campaign to woo consumers who want to sell their vehicles online.

Now, Cox Auto Trader's website, AutoTrader.com – a division of Atlanta-based Cox Enterprises – is launching its first national campaign aimed at individual car sellers. The company, which has listed privately sold vehicles for several years, is promoting a new program, "Sell Your Car," that allows consumers to create their own online or print ads using a palette of Web-based choices and also run ads in Cox Auto Trader Publishing's array of local-market, classified-ad pubs.

The company is promoting with an eight-week ad push launched last week that includes TV spots touting a combined AutoTrader.com and AutoTrader magazine listing for one price. The spot, which concludes with a call-to-action for sellers to list their cars with AutoTrader, shows hundreds of clones reading newspapers. Voiceover says, "Want to sell your car? Don't list it in the newspaper." Then it explains that: "Sure, lots of people read the paper, but only a fraction is looking for a car."

Clark Wood, vice president of marketing for AutoTrader, says the company launched a separate campaign in April with a different



## Associated sells Buy & Sell, puts Loot up for bidders

Associated Newspapers Limited, a division of the Daily Mail & General Trust, has sold Buy & Sell Ireland, its Irish and Northern Irish classified advertising title, for EUR 20 million on a debt and cash free basis to Naldin Limited, a company connected to the Boundary Group. Buy & Sell Ireland has been an active ICMA member, supplying no fewer than two ICMA Committee Chair people in the last 5 years, and also hosted the November 2003 General Meeting in Dublin.

Following this disposal, Associated reported that it had received several unsolicited enquiries from interested third parties regarding Loot, Buy & Sell's sister publication in the UK. In view of this interest, Associated initiated a review of its options in respect of Loot, and has now decided to put the title up for sale.

objective than that for what it calls "Private Seller." "The campaign we launched in April demonstrates AutoTrader.com as the best marketplace to shop for a car. In contrast, the newly developed ad illustrates AutoTrader as the best resource for private sellers to advertise their car, with exposure to over 12 million serious car buyers."

He says the seller-feature on AutoTrader.com does not directly compete with sites like eBay or Craigslist but is intended to make buyers and sellers less reticent to use the Web as a car-marketing platform. "Overwhelmingly, consumers are hesitant to make such a high-stakes purchase online. People still want to buy cars from people. Prospective buyers still want to test-drive the car they're considering purchasing and 'kick the tires,' so to speak," he says.

With an AutoTrader.com online listing, sellers also have the opportunity to place a print version of their ad in one of the AutoTrader magazine publications.

AutoTrader's Private Seller function has ad-building, picture-loading and editing tools and prompts sellers to include



various selling points about their vehicle in the copy of their ad, suggesting phrases like "Maintenance records available" and "Still under factory warranty."

Clark admits that the "Sell Your Car" feature isn't new in and of itself. "We redesigned the feature to make it more user-friendly and intuitive for private sellers to create their own ads." He says currently over 250,000 private owners have their vehicles listed for sale with AutoTrader.com.

Once the ad is listed on AutoTrader.com, sellers will also be given the opportunity to print a detailed "For Sale" sign to post in the window of their vehicles.

In a separate announcement, AutoTrader has launched a new publication dedicated to vehicles that get 30 mpg or more. 'AutoTrader Green' will be the first US publication focusing exclusively on fuel-efficient vehicles. The new magazine will also include editorial content on different types of fuel-efficient cars and trucks, including Alternative-Fuel Automobiles (AFAs) such as hybrids.

## Target Media Partners makes Louisiana acquisitions

Journal Community Publishing Group, a Journal Communications, Inc. company, has signed a definitive agreement under which a Target Media Partners affiliate will acquire the assets of the Louisiana Publishing Group – consisting of News on Wheels – Cars and News on Wheels – Trucks, paid circulation photo publications which are distributed weekly in New Orleans and Baton Rouge; Steals 'N Deals, a free

circulation vehicle photo publication distributed every other week in New Orleans; and Photo-Seller, a free shopper distributed every other week in Baton Rouge and companion websites, [www.newsontwheels.com](http://www.newsontwheels.com) and [www.stealsndealsonline.com](http://www.stealsndealsonline.com). Terms of the transaction were not disclosed.



## Alma Media announces Q2 results

Alma Media Corporation announced 23% growth to EUR 14.4 million in second-quarter operating profit, representing 17.1% of net sales, a rise from 15.6% in the same quarter last year.

Net sales rose to EUR 84 million (Q2/2006: EUR 74.8 million) and profit before tax came in at EUR 14.8 million up from EUR 11.9 million.

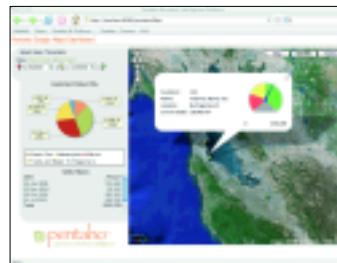
President and CEO Kai Telanne: "Alma Media's strong growth in the first quarter continued between April and June. In media sales we once again reached a new quarterly record. ... The online services of our newspapers were successful as well – during the second quarter roughly one million Finns visited Iltalehти's pages weekly; kauppalehti.fi is Finland's leading business portal, and we are also seeing steady growth in the number of visitors to the online pages of the regional papers. Our internationally expanding Marketplaces segment showed further growth and its consolidation in eastern-

central Europe and Russia is proceeding as planned."

"We continue long-term investments in our online media to keep Alma Media as a forerunner in this field. For that reason we are seeking closer and more intensive development of the newspapers' online services and encouraging closer co-operation between our newspapers and marketplaces in online media. These investments will slow down the development of especially Marketplaces segment's financial performance in the second half of the year."

## Finally... a local sales force for Google?

Google is soliciting "local business referral representatives" to gather metadata and take pictures at local businesses around the country. They will be paid and must apply. Indeed, Google appears to be targeting college students rather than serious sales people with the program.



What's the motivation? "In keeping with our mission to organize the world's information, we're always looking for new ways to make that information more universally accessible and useful. With the Google Local Business Referrals (LBR) program, we're focusing our efforts on small businesses across the United States, helping connect them with potential customers in their communities."

What's the job description? "As a Google Business Referral Representative, you'll visit local businesses to collect information (such as hours of operation, types of payment accepted, etc.) for Google Maps, and tell them about Google Maps and Google AdWords. You'll also take a few digital photos of the business that will appear on the Google Maps listing along with the business information. After the visit, you submit the business' info and photo(s) to Google through your Local Business Referrals Center, and we'll pay you up to \$10 for each listing that is approved by Google and verified by the business. All you need to be a successful Business Referral Representative is a passion for helping local businesses succeed, a love for the Internet

## Online classified ad publisher incorporates foreclosure data

RealtyTrac, a leading online marketplace for foreclosure properties, and Adicio Inc., developer of Web-based classified advertising solutions, have announced a new agreement that will enable Adicio clients to access RealtyTrac's 1.3 million default, foreclosure, auction, bank-owned, for sale by owner (FSBO), new home and resale properties.

During a downturn in the real estate market, foreclosures generally increase. In the US through the first half of 2007, there were over 925,000 foreclosure filings on more than 573,000 properties across the U.S., representing an increase in foreclosure activity of more than 50% compared to the first six months of 2006. This new relationship with RealtyTrac will provide buyers visiting Adicio client websites with the ability to search for the latest foreclosure and bank-owned properties in their local markets and across the country.

All foreclosure listings offered through Adicio client sites will feature a property heading, description and thumbnail image. The listings and integration into Adicio's real estate software platform are expected to be available to Adicio clients later this year.



## Trader Media East Q2 revenues up

Trader Media East Ltd reported a 34.4% rise in second-quarter revenues driven by growth in display and classified advertisements in Russia and CIS, and said it hopes to exceed its full-year guidance of 12-14% organic revenue growth.

The classified advertising company posted second-quarter revenues of US\$70.7 (EUR 51.5) million, compared with US\$52.6 (EUR 38.3) million last year, taking the first-half revenues to US\$127.6 (EUR 92.9) million, up from US\$97.3 (EUR 70.9) million.

TME said it is still suffering from the economic conditions in Hungary and from the continued migration to online from print in Poland. The company is closely monitoring the activities in these countries in order to maintain its profitability levels, it said.



(some knowledge of Google is great, too), and access to a computer and a digital camera.

Greg Sterling, the ICMA keynote speaker in Amsterdam on 1 November 2007 argues that this is not a sales force per se, but it is a local sales presence and "feet on the street."

"Yellow Pages need not worry about sales competition but this is a bold step for Google to take, both to get more information into its local database and to raise awareness of AdWords among local businesses... [It's] one more piece in a diversified Google strategy to reach the local market."

## Zweite Hand sold...

Verlagsgruppe Georg von Holtzbrinck GmbH, one of the minority shareholders of Zweite Hand, the Berlin-based founder member of FAPIA/ICMA, has exercised its option to purchase the remainder of the company's operations which include Zweite Hand and several other publications. Holtzbrinck has also allegedly entered into a long-term lease on the Zweite Hand building. Herbert Börrmann and Konrad Börries will remain with the company for the short-term as consultants – maybe we'll see them in Amsterdam for one last hurrah!

## 2007 – The year of mobile?

Lots of mobile news around at the moment, starting with the announcement from AdMob, the world's largest mobile advertising marketplace. They have just announced that the firm has served over five billion targeted ads since the launch of the site in December of 2006. The fast expansion is attributed to the growing number of mobile websites, advertisers and the natural increase of mobile internet users.

AdMob serves targeted banners and text ads for mobile sites using contextual and demographic information that fits into the mobile specific parameters. The top Markets (by ads served) as reported by AdMob are the U.S. (45% of impressions), South Africa, United Kingdom, India, Germany, Australia and Israel.

And MySpace is picking up momentum in Canada with a new mobile portal. It is launching its service in an initially-exclusive deal with Rogers Wireless, the country's biggest mobile carrier in terms of subscribers. release But unlike some other social networking sites that offer mobile services for free, Rogers and MySpace will charge a



C\$5 (EUR 3.45) monthly fee to access the service, although users who sign up before October 31 will get six months of usage free.

Additionally the portal will only work on certain handsets. Users of the service will find many of the same features that MySpace's mobile portals have in other countries, including the ability to post comments or blog entries, search for friends, and read and respond to MySpace email, as well as edit their profiles.

MySpace launched two Canadian portals, one in French and the other in English, in May of this year, and currently has around 4.1 million users in the country, according to Marketnews (MySpace has around 115 million registered users worldwide, according to comScore Media Metrics). It does not provide stats on mobile-only usage but Travis Katz, SVP and GM of MySpace International, claims there has been "incredible uptake worldwide for MySpace Mobile initiatives."

And from traditional media: Gannett is launching over 100 mobile Internet sites to beef up its presence in the growing local information

market. The sites – covering 84 daily newspapers, 19 local broadcast websites and USA Today – will feature news, sports, weather and other local information, and will be free to access (provided users have unlimited mobile Internet surfing plans in their contracts). The content will be produced by Gannett's Information Centres, hubs that generate content used across different Gannett media outlets (from print and television to Internet and mobile).

Gannett has had a growing relationship with 4Info, the SMS-based mobile search company – in June announcing a US\$10 (EUR 7.36) million investment and an intention to use 4Info's mobile search and interactive advertising services for its national flagship title USA Today.

Matt Jones, Gannett's director of mobile strategy and operations says the local mobile initiative will not be crossing over with the online advertising venture Gannett has been working on with Tribune, which has its own local mobile sites. Gannett has not yet said whether it intends to launch a similar mobile service with its Newsquest titles, the second-largest regional newspaper group in the UK.

But, let's not get ahead of ourselves... Hewlett-Packard's worldwide media director, Scott Berg, controls a budget of US\$ 829 (EUR 611) million and is a big fan of non-traditional media. HP, for example, is devoting 70% of its back-to-school budget to online and viral messaging.

Yet Mr. Berg is frustrated by the limitations of mobile-web advertising; marketers who push out ads rather than allowing users to opt in; and strategies that overlook the most important consumer need in mobile marketing: search. "We've had experience with advertising on the deck of some phone carriers – just didn't work out for us," Mr. Berg said. HP also tested off-deck ads on the mobile web and came to the conclusion that search, at least for the time being, is the way to tackle the new media.

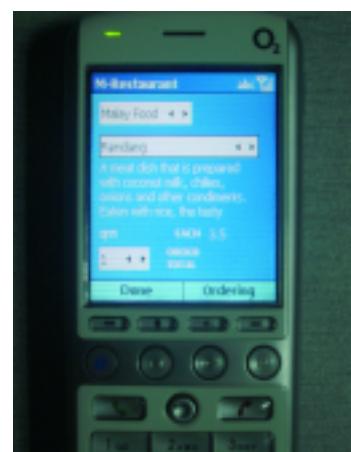
"I would much rather spend the money on the search terms than the advertising because I can track it, I can understand it, I can tweak it based on consumer needs," he said. The key, he believes, is for marketers to realize people are using their phones for information – and smart advertisers will market around that rather than simply pump out a steady stream of ads.

He said HP's latest mobile strategy, which is set to roll out next year, will be based on the thinking that the mobile phone is a utility for consumers. "I have a number of concerns about the push technology. One of the big ones is there's going to be a huge backlash by consumers if we start to push text messages or voicemail messages, and that's going to



lead immediately – immediately – to legislation against this type of activity," he warned. "Right now you have the do-not-call list. That could possibly get more stringent, in my opinion, if marketers tend to go overboard in push technology in mobile phones."

Instead, Mr. Berg said he is defining a strategy that will tie in with HP distributors, resellers and others so the mobile phone will prove useful to consumers at the point of purchase. Many of those efforts will be related to search, a much different process on the mobile phone than on the PC. "When you're walking around, you're looking for a place to go, a place to go shop. Perhaps you're trying to check a price within a store and checking to see if there's another better price online," he said. "How can we utilize the natural use of mobile phone technology in the way that search is applied to it in an everyday benefit back to the consumer?"



## Video breathes life into classifieds

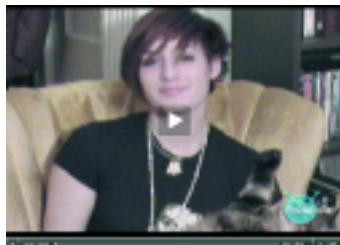
Classified ads in newspapers have been passé for years, thanks to the internet. Now static classifieds could be on their way out on the web.

The next big thing? Video classifieds – consumer-produced commercials that range from embarrassingly low-budget to masterful, with humiliating, somewhat amusing and compelling in between. Several websites are devoted to video classifieds, including Realpeoplerealstuff.com and iMoondo.com, and consumers are starting to post them on established commerce sites such as eBay.com and YouTube.com.

It's a no-brainer. Nearly 50% of the US population – 155.2 million people – will watch videos online for one reason or another in 2008, research firm eMarketer has predicted, so there's obviously money to be made. And there are benefits for consumers. With videos, sometimes buyers can see who's trying to sell them something, and whether what's for sale lives up to the billing. "Video enables the seller to create credibility," said Randy Selman, chief executive of Onsteam Media, a Florida-based company that partnered with eBay to help users' post video ads there. But what's really behind the trend? Also a no-brainer. "We're trading on the insatiable demand for personal celebrity," said Alan Jacobson, president of Realpeoplerealstuff.com. "Everybody wants to star in your own commercial."

But video ads don't always work. Sandy Dykes, a Florida resident who wanted to give away kittens, posted "Circus Kats" – showing felines playing with balls of yarn – on YouTube, Break.com and Realpeoplerealstuff. The video drew more hits than classifieds he ran on Craigslist.org, but no buyers.

Video classifieds are new, and the basics – cars, washing machines, adorable kittens – are still pushed mostly



though old-fashioned methods on the web. The internet has yet to develop "critical mass of buyers and sellers" via video, said Barry Parr, an analyst at Jupiter Research. For all that, video classifieds might find a saviour in an unlikely place: newspapers. Many newspaper websites have started to allow users to post video ads for cars, houses and jobs, the most lucrative classified categories, said Peter Zollman of Classified Intelligence, an industry consulting firm.

Realpeoplerealstuff's Jacobson said the site was teaming up with a major newspaper company – he wouldn't reveal which one – in a revenue-sharing video ad program. People who buy classifieds in any of the company's newspapers will be offered the opportunity to post video ads on Realpeoplerealstuff.com at no extra cost. The site's technology will make it easier for users to post video ads, he said, marking one way for papers to hold on to the US\$20 (EUR 14.9) billion spent on advertising in the daily newspaper classified marketplace.

"Newspapers that really offer effective classifieds, including video, will still be in the classified business for a number of years to come," Zollman said.

## Packer, Macquarie pay EUR 357 million for Immobilien

Publishing & Broadcasting Ltd. and Macquarie Bank Ltd. have agreed to pay EUR 357 million for a majority stake in Immobilien Scout GmbH, Germany's biggest real estate website operator. Publishing & Broadcasting, owned by billionaire James Packer, and Macquarie, Australia's largest securities firm, will buy a 66.2% stake in Immobilien from Aareal Bank AG, a German commercial-property lender. Both Sydney-based companies will hold an equal stake, they said in a statement.

It is the second time in five months that Packer and Macquarie have teamed to buy an international asset after the April purchase of nine casinos in Canada for US\$1.3 billion (EUR 968 million). This deal, which values Immobilien at EUR 540 million, comes as Packer prepares to split Publishing & Broadcasting into separate gaming and media companies to further growth at both units.

Buying the stake is subject to Deutsche Telekom AG, which owns 33.1%, giving up its pre-emptive right to acquire the rest of the company, according to the statement. Immobilien had a pre-tax profit of about EUR 21 million on sales of about EUR 53 million euros in fiscal 2006.



## MediaCorp launches interactive ad portal mocca.com

A new classified website – mocca.com – has just launched in Singapore. Called mocca – which stands for MediaCorp Online Communities and Classified Advertising – the new channel raises the interactivity factor such as users search,

for free, in categories from cars to fashion. Videos and articles by MediaCorp news agencies TODAY and Channel NewsAsia about property trends as well as links to nearby amenities such as schools will also pop up with the property listing in the new MediaCorp e-classified platform.

"If you think about how classified ads work now, it's very much a one-way thing. The person advertises and you, as the potential buyer, just read about it and do not interact," said MediaCorp's vice-president (New Media Business) Timothy Goh. "With mocca, you can watch videos of the product and then talk about it in discussion forums as we roll this out progressively. This will bring the peer-to-peer marketplace closer."

In the pipeline for mocca are features such as discussion forums for like-minded sellers and buyers, Mr Goh said. These features will also

be available for other search categories, such as travel, education, jobs and fitness.

Posting an ad is free for all categories, except property and vehicles. There is a charge of Singaporean \$15 (EUR 3.61) for each seven-day listing in these two categories. The advertiser can upload up to five images and a video link with each ad. Ads on the other categories will expire after seven days. Advertisers can edit or completely change an ad whenever they want during these seven days, after which they have to renew the listing. The one-week time limit is to ensure that ads on mocca are current, Mr Goh said, pointing out that many online classified advertising sites have lengthy expiration periods or none at all, which create the illusion of having a high volume of ads.



## Yahoo! upgrades its local search and abandons “For Sale” and “Pets”

Yahoo! upgraded its local search product in August, turning it from a place where users get maps and driving directions to a community-specific portal.

“We’re hearing the people want qualitative information from their community and neighbours to make more complex purchasing decisions in their area, so we’re elevating the presence of people in the experience,” said Brian Gil, Yahoo!’s local senior product manager. The refresh starts with a new look that includes a background to match one of 20 user cities. There’s also a new tag cloud labelled “Local Buzz” to show the top-moving search terms in each locality.

In the background, the local search is powered by an “improved relevancy” algorithm, which Gil said makes search results more

accurate by taking user reviews of other user-generated content, including new comments on reviews, into account.

Yahoo! also added a “Weekender” tab, which details a weekly selection of events, movies with show times and reviews, dining picks, Flickr photos, and more to help people plan their weekends. In addition, there are “Best Local Events” and “Most Popular” features. Users can now also “save for later” businesses and events to their My Local profile.



Yahoo!, of course, isn’t the only local search provider aware of numbers like Satagopan’s.

Google, MSN, and Ask each offer their own versions of local search. According to Hitwise market research, Google is the most popular, attaining 0.1% of visits among all websites in July. Yahoo! local search follows with 0.04%.

In other Yahoo news, the company has decided to close down its “For Sale” (general merchandise) and “Pets” classifieds. According to a company representative, “This is consistent with Yahoo!’s mission to focus on core competencies that deliver the most value to our consumers and advertisers. Yahoo! will continue to offer leading classifieds properties, including Autos, Real Estate, HotJobs, Personals, and Tickets. In addition, we will continue to identify opportunities to extend our listings strategy further through partnerships, such as the newspaper consortium, and expanded technology, such as Smart Ads.”

## New CEO and President named at Metro

The board of Metro International S.A. (“Metro International”), the world’s largest global newspaper, has appointed Per Mikael Jensen as the new CEO and President of Metro International. Per Mikael, currently Chief Executive Officer of TV2 Denmark,

Denmark’s largest free-to-air TV channel, will join the company on 1st of November 2007.

“The Board of Directors is delighted that Per Mikael Jensen will be joining Metro

International as CEO. He brings a long and broad experience from the media industry, a strong commitment to creating unique and successful content and a recent track record of improving profitability in TV2 Denmark,” comments Dennis Malamatinas, Chairman of Metro International.

Mr Jensen, born in 1962, holds a degree in journalism from the Denmark School of Journalism. He has had a 21-year career in the media industry including management positions with the Danish newspapers Politiken, Jyllandsposten and MetroXpress (subsidiary of Metro International), as well as Global Editor-in-Chief of Metro International and CEO of TV2 Denmark.

“I am thrilled to re-join Metro International, which I believe is one of the most interesting media companies there is. Metro is a young company, with many young and talented employees and strong positions in a number of large advertising markets. It has significant potential to further develop its position,” comments Per Mikael Jensen.

Pelle Törnberg will leave his position as CEO and President on the 31st of July, 2007. Metro International’s Chief Operating Officer Chris Spalding will act as interim CEO and Dennis Malamatinas will assume the role of Executive Chairman until 1st of November 2007.



It’s a comprehensive overhaul to Yahoo!’s local search product, and gives more than a nod to a recent JupiterResearch survey which indicated that 29% of search engine marketers used local search in their advertising spend in 2006, and 42% indicated they’d use it in 2007. The survey’s author, Sapna Satagopan, said the comprehensive local search product Yahoo! put together should attract enough users to maintain that increased advertiser interest.

When advertisers are ready to spend, Gil said Yahoo! offers subscription-based local advertising similar to Yellow Pages, search marketing advertising and banner advertising.

## Good classified performance helps Archant’s half-year results

UK regional media specialist Archant has reported good news from the first half of 2007.



he said. “Archant has put considerable strategic focus on changing our business to deal with changes in local marketplaces.”

Overall revenue in the 26 weeks to June 30, was up 2.1% at GBP 98.5 (EUR 145) million (2006: GBP 96.4/EUR 142 million). Total operating profit was up 8.6% at GBP 10 (EUR 14.72) million. Operating profit increased by 0.9% to GBP 14.5 (EUR 21.3) million.

Chief executive John Fry says that recent negative sentiment about the sector, and high-profile sell-offs have given the impression that regional local publishing is in decline – but he disagrees.

“The challenge is greater than it has been but that doesn’t mean that the sector is fundamentally flawed,”

Archant has been a leader in the development of a layered strategy of products. This has been particularly noticeable with web classified advertising where Archant now offers classified sites tied closely to its print and online brands. Web audiences are growing in excess of 50% a year.

The recruitment category, which has been one of the toughest for the regional press is showing solid growth, helped by online revenues.

## Newspapers braced for ad declines

Newspapers will continue to take hits in 2007 – and there's no telling when the slump will end, according to a new report from Deutsche Bank's media analysts. Among the key factors in the report: continued softness in retail advertising, accelerating declines in classified ad revenue and a slowdown in the rate of growth for Internet revenues. Overall, the report predicted that "the environment will get harder for newspapers before it gets better." And the key driver of new growth – interactive operations – is itself entering an uncertain period.

It's no secret that newspapers' print ad revenues have declined due to web competition, but the DB analysts discovered even more discouraging facts related to macroeconomic forces beyond media dynamics. Classified revenues – traditionally a mainstay of the newspaper business – have begun falling by double digits on a year-over-year basis, and this trend is likely to continue as the real estate and job markets slow down. DB predicts that

real-estate classified revenue will fall about 9% in 2007, compared to 2006, and job ads will drop 8.5%.

The biggest hits will continue to come in automobile classifieds – driven by dealer consolidation and a media mix centered on TV and the Internet, with DB predicting a 17% drop.

Although the report includes encouraging words about newspapers' interactive strategies – including new partnerships with major online players like Yahoo! – it also warns that "the inflection point at which online growth can offset print losses is still years away." Here, the slowdown in online growth looks ominous: Online revenues grew 20% in the first quarter, compared to the same period of 2006, which were down from 35%, compared to first-quarter 2005.

The DB report also notes that newspaper sites lag in visitor "stickiness," averaging just 41 minutes of viewing per month – far behind competitors like AOL, Yahoo!, MSN and Google.

There is one spot of good news: newspapers serving smaller markets are likely to fare better, according to DB. Foremost, broadband penetration remains lower in smaller markets (e.g., small towns in rural areas), meaning the Internet threat isn't quite as formidable.

## Online yellow pages market growth to exceed 10%

Although print directories continue to dominate the yellow pages market, the online medium is making significant inroads, according to media market analyst firm Simba Information. Simba forecasts the online yellow pages market to top US\$1.1 billion (EUR 820 million) in 2007, up more than 10% from 2006. Yellow pages publishers are expanding the amount of information they make available online, commensurate with society's growing migration to the Internet.



"Online yellow pages is no longer in its formative years – it's become a well-established and tangible part of the directory industry's revenue stream," said David Goddard, senior analyst/editor of Simba's Yellow Pages Group and lead author of the study. "Publishers of traditional print yellow pages directories don't worry about the extinction of the yellow pages, they now find themselves occupied with business plans to increase online traffic, advertisers and revenue."

**Source: Simba Information Inc**

They also have stronger bonds with advertisers that tend to be "less sophisticated," and therefore less prone to experiment with interactive advertising.

**Source: Mediapost**

## 2006: Good for car dealers, bad for newspapers



Last year ranked as the eighth-strongest year on record in the US for new car dealerships, with most dealers faring well despite a dip of 3% in dollar sales to US\$675 (EUR 503) billion.

That's according to a recent report from the National Automobile Dealers Association. But this same performance didn't translate into ad revenue for newspapers – just the opposite, in fact. It's yet another ominous indicator for newspapers, which historically relied on the classified and national display auto ad categories for 10% to 15% of their total revenue.

Until 2005, national display ads were a relatively bright spot for newspapers, continuing double-digit growth on a year-over-year basis through the last quarter of that year. However, the trend reversed sharply in the first quarter of 2006, and national display ads eventually plummeted 41% to US\$516.3 (EUR 384) million for the full year. The trend is even more evident in classified advertising, despite the fact that dealerships' used-car sales actually increased during 2006.

Historically, dealers have advertised their used-car inventories in the classifieds – but a 4% increase in average transaction prices and a 3% increase in gross sales did nothing to benefit the print classified category. In 2006, print revenues for auto classifieds tumbled 12.8% to US\$3.99 (EUR 2.97) billion, compared to 2005. And the trend appeared to be accelerating in the first

quarter of 2007, when revenues fell 20.1%, compared to the same period in 2006. The ad dollars leaving newspapers are headed primarily to two other media: TV and online.

TV, a mainstay for auto dealers and carmakers, received 19.5% of dealership ad dollars in 2006 compared to 17.3% in 1996, according to the NADA report. In those 10 years, the Internet – a new category – has grown to 11.5% of total spending in 2006. Online auto advertising topped US\$2.3 (EUR 1.71) billion in 2006, and it's expected to reach US\$4.2 (EUR 3.13) billion by 2011, according to a separate report from Borrell Associates. Meanwhile, newspapers fell from 52.2% of ad budgets in 1996 to just 27.3% in 2006.

Newspapers have tried to tap into the online surge by forming online networks that pool their car listings. One of the most successful, Cars.com, is operated by Classified Ventures, LLC, co-owned by Belo Corp., Gannett Co. Inc., the McClatchy Co., Tribune Co. and the Washington Post Co. First-quarter earnings reports from the individual newspaper companies suggest the network is posting double-digit growth. However, online classifieds constitute a small proportion of total newspaper revenues, between 5% and 10% for most newspapers.

**Source: MediaPost**

## John King to join Trader Media Group

Guardian Media Group plc announced the appointment of John King as Chief Executive of Trader Media Group. King, 39, is currently the Chief Executive Officer of Trading Post, Australia's leading specialist classifieds business. The group's flagship brands are the Trading Post weekly print publication and its companion website, [tradingpost.com.au](http://tradingpost.com.au). Other titles include Autotrader, Things That Go, Local Trader and Collectormania.

## Upcoming Events

### September 2007

**17-19 Sept 2007**  
**DDC 2007 THE FUTURE OF  
YELLOW PAGES**  
 Reston, Virginia, USA  
[www.kelseygroup.com](http://www.kelseygroup.com)  
**Organised by:** The Kelsey Group

**27 Sept 2007**  
**INMA CLASSIFIED  
ADVERTISING SEMINAR**  
 Warsaw, Poland  
[www.inma.org](http://www.inma.org)  
**Organised by:** International  
Newspaper Marketing  
Association

**28 Sept 2007**  
**INMA WEB 2.0 SEMINAR**  
 Warsaw, Poland  
[www.inma.org](http://www.inma.org)  
**Organised by:** International  
Newspaper Marketing  
Association

### October 2007

**17-19 Oct 2007**  
**WORLD DIGITAL PUBLISHING  
CONFERENCE & EXPO**  
 Amsterdam, The Netherlands  
[www.wan-press.org](http://www.wan-press.org)  
**Organised by:** World  
Association of Newspapers

**31 Oct - 3 Nov 2007**  
**GENERAL MEETING**  
 Amsterdam, The Netherlands  
[www.icmaonline.org](http://www.icmaonline.org)  
**Organised by:** International  
Classified Media Association

### November 2007

**8-9 Nov 2007**  
**BEYOND THE PRINTED WORD**  
 Dublin, Ireland  
[www.ifra.com](http://www.ifra.com)  
**Organised by:** IFRA

### 28-30 Nov 2007

**INTERACTIVE LOCAL  
MEDIA '07**  
 Los Angeles, California, USA  
[www.kelseygroup.com](http://www.kelseygroup.com)  
**Organised by:** The Kelsey Group

### 2008

**17-19 April 2008**  
**GENERAL MEETING**  
 Istanbul, Turkey  
[www.icmaonline.org](http://www.icmaonline.org)  
**Organised by:** International  
Classified Media Association

### 24-26 April 2008

**AFCP ANNUAL CONFERENCE  
AND TRADE SHOW**  
 Palm Springs, California, USA  
[www.afcp.org](http://www.afcp.org)  
**Organised by:** Association of  
Free Community Papers

### 7-9 May 2008

**INMA WORLD CONGRESS**  
 Beverly Hills, California, USA  
[www.inma.org](http://www.inma.org)  
**Organised by:** International  
Newspaper Marketing  
Association

### Oct/Nov 2008

**GENERAL MEETING**  
 Miami, Florida, USA  
[www.icmaonline.org](http://www.icmaonline.org)  
**Organised by:** International  
Classified Media Association

ICMA members can benefit from specially **reduced rates** for all the conferences organised by the Kelsey Group, INMA and WAN – please visit the Partner pages on the ICMA website at [www.icmaonline.org](http://www.icmaonline.org) for details or mail Lucie at [l.hime@icmaonline.org](mailto:l.hime@icmaonline.org).

Trading Post is a wholly owned subsidiary of Sensis Pty Ltd, Australia's leading advertising and directories business.

King's previous roles include Chief Operating Officer of Sensis Classifieds and General Manager, Online Advertising of Sensis Pty Ltd. Carolyn McCall, Chief Executive of Guardian Media Group, said: "John has extensive experience of building and leading successful print and online classified advertising businesses. He also has a track record of delivering high levels of growth in very competitive industries and market segments. He joins a vibrant and successful business in Trader Media Group, where his priority will be to build on that success and to ensure that the business continues to be a leader in its field." John King succeeds Jerry Fowden, who left Trader Media Group by mutual agreement shortly after the sale of a minority stake in the business was announced in March.

## ISA's Klaus Abele resigns

Klaus Abele has resigned from his position as Chief Executive Officer of newspaper classified network ISA GmbH, effective at the end of September. Abele attributed his departure to "personal reasons," and while he didn't say what he'll be doing in the future, he indicated he'll be "involved with a pure internet player."

GmbH is owned by publishing groups Georg von Holtzbrinck, Westdeutsche Allgemeine Zeitung (WAZ) and Ippen. Abele developed the online area of the Holtzbrinck newspaper Südkurier, before moving to ISA GmbH in 2003. A year later, he became the company's CEO.

The company said the search for Abele's successor is under way. ISA GmbH is the first successful cooperative effort by newspaper publishers to set up an online classifieds business. ISA GmbH holds majority interests in Stellenanzeigen.de (a jobs exchange), Immowelt.de (a real estate marketplace), Autoanzeigen.de (a vehicle marketplace), general-merchandise marketplace Markt.de and some smaller classified portals.

## Search Marketing Expo's

### • SMX Local & Mobile: Denver

[http://searchmarketingexpo.com/smx\\_local07/](http://searchmarketingexpo.com/smx_local07/)

Don't miss Search Marketing Expo – SMX Local & Mobile – in Denver October 1 & 2. Programmed by the experts at Search Engine Land, SMX Local & Mobile is a two-day, two track conference focused on all aspects of local and mobile search marketing.

### • SMX London

[http://searchmarketingexpo.com/smx\\_london07/](http://searchmarketingexpo.com/smx_london07/)

Search Marketing Expo comes to London: SMX London, November 14 & 15. Join industry leaders for two days of education, networking, and fun! Sessions focus on paid and organic issues, and are programmed by the experts at Search Engine Land.



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## Bonus Edition - No.5/2007

ICMA is adding an extra Newsletter for 2007, due out the end of December 2007. Please send us your contributions before Friday 9 November 2007.