



ICMA

Making classified media work better!
International Classified Media Association

ICMA Newsletter

No.5/2007

Looking back (and forward)

Rob went and pinched my planned headline, after 5 years of newsletters, the well of inspiration is running a little dry! Welcome to a special "bonus" edition of the ICMA newsletter, the 5th for 2007! We felt that we had so much to report on from Amsterdam and lots to flag up for 2008 that you deserved the extra edition.

2007 has been a year of change, we said goodbye and thank you to Karina van Lenthe and Craig Wilkinson from Head Office, and to Jill Armer, Gerald Coniel and Sergey Kochurin as they stepped down from the Committee, but we gave a big "Hola!" to Shay Klomp Bueters, our new Events and Communications Manager, and Genevieve LeBrun, Koen Vandaele and Ramon van den Ende who joined the Committee in Lisbon.

We also closed a chapter in Association history as we spun off the PHOENIX ad-exchanging service, and started a new one as the members voted to open up



the membership to all types of publishers. And the new Committee and slimmed-down Head Office are busy re-focusing our activities to ensure that 2008 delivers even more bang for your ICMA

buck than ever before, check out page 2 for details of the first additional event – the Search Lab – which will take place 21-22 February in Amsterdam. A big thank you to all the people in 2007 who have helped ICMA Head Office carry out its mission to help you improve the performance of your classified media businesses. From Helmut and the Ocasiao team who hosted such a great GM in Lisbon, to Burglinde Heinz from Quoka and Ines Bustamante from Cambalache who help us with German and Spanish translations, from all the members who give up their time and share their expertise on the conference speaking

programme, and also provide Head Office with leads to recruit new members, to the Committee(s) for all their support, ideas and suggestions, from the team at Koopjeskrant who support our IT and develop the ICMA website, to Martin Welker, the ICMA lawyer for his excellent advice and insights into Association history, amongst many others – we couldn't have done it without you.

2008 is going to be bigger and better than ever, we will build upon the success of the Amsterdam GM when preparing the Belgian and Miami events (however good, there is always room for improvement), and we plan several improvements to the ICMA website to enable members to get more from the content and functionality it offers. Plus the small matter of bringing new members onboard to enhance the network.

But in the meantime, enjoy the well-earned holiday break, and I wish you all a very happy, healthy and prosperous New Year!

Lucie Hime, ICMA Executive Director

Goodbye 2007, Hello 2008

By the time you receive this newsletter we'll be well into December and no doubt the Amsterdam GM will seem like a distant memory. But I'd like to start this message with a big thank you to Lucie and Shay for creating one of the best GM's I have attended. From the feedback I've received from many of you I know that you enjoyed the content, the networking and of course the social programme.

It was great to see many new faces in Amsterdam, even better to see people catching the unique spirit that is so fundamental a part of the association and most importantly contributing to discussions whether in the formal sessions or at lunch or even at the bar.

For me the key issues from the conference were syndication and distribution of our content, the need to break away from our print heritage and preconceptions, the need to understand what technology is coming, social networking – how we respond to it and how we develop our online offerings along web 2.0 or probably now 3.0 lines. A particular thank you to Gerald Coniel whose inspirational and clearly painstakingly researched presentation really brought into focus many of the issues facing us.

No sooner has the conference gone than it's close to the end of the year – I'm looking forward to 2008, we appear to be living in a world where the pace of change is like nothing ever experienced before – that's exciting and I'm sure it's full of opportunities for us – if we're bold. I'm also looking forward to the next GM in Belgium in May – where we'll be trying to feed our hunger for new ideas and where we'll get the opportunity to meet old friends and hopefully add even more new ones.

PS – the dog is fine, but my daughters refuse to be my friends on Facebook!

Rob Paterson, ICMA Chairperson



Pages 4-7:



Astounding Amsterdam

Turn to pages 4-7 for a full report on four fun and informational filled days that included canvas paintings of smoking cows, windmills, bikes, canals and all things typically Dutch, dinner at the 15th Century weigh-house lit by 300 candles, followed the next evening by a traditional Dutch dinner at Haesje Claes, along with high calibre speakers, workshops and the first ever "Sharing Best Practice" session.

The breadth and diversity of ideas and activity that individuals and businesses are undertaking never ceases to amaze me. The thirst for new ideas, techniques and knowledge about what's happening in our increasingly competitive marketplace is reassuring because in some ways it defines our ability to survive and prosper in the future.

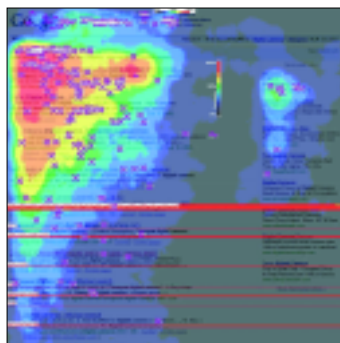
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New event for February 2008 – the Search Lab!

Search was one of the most discussed topics in Amsterdam, and it was clear that there is a great thirst for more information on how to tackle this huge (and hugely important) area. So ICMA will be running a dedicated event on 21-22 February 2008 in Amsterdam to address all the main issues that impact classified media publishers.

The Search Lab (sub-titled “**Everything You’ve Ever Wanted To Ask About Search But Were Afraid To Ask**”) will be co-facilitated by Peter Rees of PR Strategic Marketing Ltd (the former VP Marketing of Trader Classified Media, and regular speaker at ICMA events), and Maciej Galecki of Bluerank, a specialist Polish search consultancy with considerable experience helping the classified media industry improve its search performance. The interactive workshop will be pitched at managers who need to understand how important search is, how it works and what they can do to leverage it to benefit their businesses.



Peter and Maciej are busy finalising the programme but key areas covered will include:

- introduction/overview with some key stats to put search in perspective and highlight its role
- a (brief) technical guide/glossary of how search works
- best-practice SEO and SEM guidelines
- marketing: how can search be integrated into the marketing process?
- monetising search: how can publishers get a piece of the action?
- measuring and evaluating the results of your search strategy
- addressing the specific search challenges posed by classified media sites
- interactive “show-and-tell” session
- “Search Clinic”

Attendance will be limited to a maximum of 30 delegates, with a limit of 2 per company, to ensure interactivity and a good spread of experiences and geographical diversity. The first session will start at 11.00 on Thursday, and the workshop will close at 15.30 on Friday. There will be a group dinner on Thursday night to allow the networking and information-exchange to continue.

Cost per member delegate will be just EUR 249, or EUR 495 for non-members (both plus 19% Dutch VAT – reclaimable). This will include conference materials, entry to all six sessions, coffee-breaks, lunches and the group dinner, but will exclude travel and hotel costs (Shay has negotiated a great room rate of just EUR 139 plus city tax and breakfast).

Full programme details will be posted on the ICMA website under “Events” as they become available and **online registration will open on 17 December**. First come, first served!

PHOENIX

Dear ICMA & PHOENIX Members,



It was great to see so many of you again at the recent meeting in Amsterdam and to meet some new faces. It was an excellent meeting as usual, thank you ICMA!

Joshua are delighted to have taken over the PHOENIX service since September last and are looking forward to working closely with you to further develop and promote the system to become a popular and profitable service for all concerned.



Joshua is committed to applying the new design and launch the new ‘network ads’ service by the end of March 2008. We have already begun development on these aspects and would hope to be testing by the end of January with a view to beating this deadline by at least 1 month. Network ads and increased consumer use of the system, we believe, will hugely improve the profile of the system, increase throughput and ultimately revenue.

During our first PHOENIX meeting in Amsterdam, it became clear that Web 2.0 functionality with a focus on community environments with direct communication between buyers and sellers are becoming essential means for the user to help them with their advertising and buying decisions. Noting the sudden growth of services like MySpace, FaceBook and YouTube, Joshua is currently preparing a specification to introduce this functionality in an appropriate way to PHOENIX. We expect to have this ready for discussion with the PHOENIX committee by end of January 2008. Your opinions and demands will be key in the development of these features, so please, don’t be shy; logon on to our helpdesk at <http://internationalads.org/helpdesk/> and submit your ideas or email support@internationalads.org.

If you have not already registered yourself on the new PHOENIX Helpdesk system please go to the URL above and do so as soon as possible. From 1st January 2008, all support issues will be dealt with through the help desk ticketing system. It’s all part of our effort to improve the service for the publishers.

Finally, and most importantly, we currently have 43 ICMA publishers using the PHOENIX system and we would like to see this grow. So, to all other ICMA members, please consider joining the system for the New Year. There is a great opportunity for additional revenue and the success of the system depends on your support. Contact us by email at sales@internationalads.org for more information.

Joshua will be approaching publishers outside the ICMA membership to further improve the exposure of the system. In addition, we will be investigating collaboration with other online systems as a way of increasing network content and profile.

Looking forward to seeing you all again in May 2008. We will let you know about the PHOENIX meeting time closer to the event. In the meantime, we wish you a happy holiday season and prosperous New Year.

Committee brief

The Committee is focusing on two main areas for 2008, improving the events and information that we provide to members so we can deliver more value to your businesses, and increasing the recruitment efforts to bring more members and their attendant knowledge and experience into the network.

2008 will see two further improved and focused General Meetings in Belgium and Miami with a special emphasis on both strategic and practical content, plus at least two smaller events, the first of which is the Search Lab (see longer article on this page). For recruitment, we will be redoubling our efforts to develop partnerships to raise awareness of ICMA, and taking a dose of our own medicine and investing in SEO and SEM for the ICMA website as well as implementing the recommendations from Peter Rees’ usability study.

The next Committee Meeting will take place on 25 January, please let Lucie know if you have any items that you would like to add to the agenda.

ICMA GM Destinations 2008

“Leveraging Classified Synergies” in Belgium...



After the “100% Digital” focus in Amsterdam, the conference theme in Belgium will look at the classified media business as a whole and tackle some of the challenges and opportunities that exist for exploiting synergies between different activity areas. These could be as obvious as repurposing content from online to print or developing a niche offering from a horizontal product, as practical as rolling out a proven functionality or commercial proposition across a portfolio of sites, as challenging as creating a single sales force to sell across all channels, as risk-taking as partnering with a competitor to achieve a specific market share objective, or as creative as using your classified ad data to send a paid-for, localised marketing message from one of your major advertisers to a pool of highly qualified leads. The programme will contain both strategic concepts for the “blue-sky” thinkers and plenty of real-life examples to spark your own ideas.

In response to the feedback from Amsterdam (see, we do listen!), the GM format will increase the time available for delegates to network, the workshops will be extended, and there will be more sessions in smaller groups such as the “Sharing Best Practice”. Plus, we have several ideas on how to better integrate the new faces/members into the conference group – watch this space!

Let’s de-bunk a popular myth – Belgium is definitely not a smaller version of the Netherlands. It is a cultural nexus, lodged between France, Holland, and Luxembourg, housing the European Union and NATO headquarters with a diverse population and legendary cuisine. The country boasts many Michelin stars, and if that isn’t enough they are world renowned for their chocolate as well. Neuhaus, Guylian and Godiva might trigger the taste buds for those who have already indulged in these amazing morsels. Plus the delicious Brussels or Liege waffles with a variety of delicious toppings. And not to be forgotten, Belgium produces over 500 varieties of beer, both from the world’s largest brewer InBev as well as numerous specialist artisan outfits (Lucie recommends the “Morte Subite” in central Brussels for a full sampling). Just a few highlights to whet the palate as we get ready for another exciting ICMA General Meeting destination.

Shay is checking out both Antwerp and Brussels as this goes to print and a huge thanks to Koopjeskrant – especially Dirk Apers for the enthusiasm and guidance in helping with the Antwerp site visit. Dates are looking likely to be mid-May but please check the ICMA website for details.

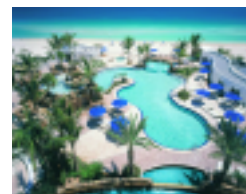
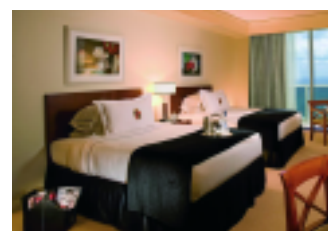
Trust the lovely ladies from the ICMA HO, as having lived in both Belgium and the Netherlands – we can honestly attest that Belgium is an entirely different destination! You won’t want to miss out on this Spring General Meeting!



Hot, hot, hot in MIAMI!

Miami is THE destination for the 2008 Autumn General Meeting. Mark your calendars as we have just confirmed the dates, 5-9 November 2008 and the theme will be “Classified Search”.

ICMA is establishing content and marketing partnerships with the Kelsey Group and Classified Intelligence so that we can offer you the very best programming and speakers from North America, as well as Europe. We’re also very grateful to Peter Lamb, Craig McMullin of the AFCP and Dave Neuhauf of the Community Papers of Florida for all their help and support, and we look forward to welcoming AFCP and CPF members to our ICMA event. Even though November seems like a long way away, Lucie and the Committee will be working hard on the programme in the first half of 2008 so we can start marketing it in early summer – check out the ICMA website for more details as they become available.



The venue will be The Trump International Sonesta Beach Resort, a beautiful resort hotel, situated on a pristine beach on the Atlantic Ocean in Sunny Isles, just north of Miami Beach. Each room has a spectacular view of the Atlantic Ocean or the Intracoastal Waterway, accompanied by a private balcony. This is the ICMA event to bring the entire family to for a great holiday, as we have secured the ICMA room rates for 5 days before and 5 days after the event – based on availability.

The resort is a tropical paradise, including an oceanfront pool with waterfalls, rock formations, whirlpools, and air-conditioned cabanas. As well as the miles of white sandy beaches on the crystal blue Atlantic where the water sports are waiting for you to try out! And for those of you who are a bit more adventurous deep sea fishing and sailing charters are also available. Don’t miss the Aquanox Spa either! The hotel offers a shuttle service to South Beach, as well as the world-class shopping malls – Bal Harbour and Aventura Mall – therefore no need to rent a car. Its prime location also allows for arrivals into either Miami or Fort Lauderdale. So what are you waiting for? Open the agenda and start planning!

ICMA General Meeting Amsterdam, 31 October - 3 November 2007

"100% Digital" conference report

It was a shorter than usual journey to the GM hotel for the Head Office team, in fact we all hopped on our bikes and simply cycled to the Radisson SAS to set up the office, stuff the conference folders, and meet with the AV and hotel teams that would be supporting us over the next few days. With lots of help from the ever-willing Aminah, a couple of visits from some welcome early arrivals, and plenty of output from the Nespresso machine, everything got done on time and we were able to settle into our rooms at a reasonable hour.

Wednesday 31 October

Wednesday dawned (we were very lucky with the clear sunny weather), and registration opened mid-morning in the hotel lobby. There was a steady stream of delegates, collecting their conference materials and stopping by to say hi; before the Meet-and-Greet lunch in the Passageway with a delicious Indonesian menu (Indonesian food is to the Dutch what Indian food is to the English). And then it was a short walk (the first of many!) to catch the bus for the Painting Workshop, where we had two artists guide us through the creative process, show us some basic brush techniques and explain the concept of perspective.

Each team worked on a different Dutch-themed topic such as cows, canals, bicycles, cheese etc. and it was amazing how quickly everyone shed their inhibitions and started arguing about the correct colour for the sky. Six masterpieces were



carefully loaded into the coach and later proudly displayed at the hotel.

The Welcome Reception, kindly hosted by Adicio, represented by Terry Baker, brought together over 100 participants for drinks and traditional Dutch cheese, before Rob Paterson, ICMA Chairperson, welcomed everyone, introduced all the new members and non-members attending, and thanked the sponsors and exhibitors. The Welcome Dinner was held at In de Waag, a fifteenth century weigh-house which used to act as one of the city's gates, and we were all seated at long candle-lit tables to enjoy a great meal to set us up for the days of hard work to come.

Thursday 1 November

The first 'real' day of the conference – Thursday – kicked off with a wide-ranging Keynote Address from Greg Sterling, a highly respected analyst and blogger (www.screenwerk.com) who covered the myriad of changes and challenges that the classified media industry faces today. After a couple of searching questions (there is no 'perfect' classified site or business model apparently), Greg was followed by Robin Goad of Hitwise, a UK-based market intelligence company who explained the significance of users' online behaviour both before and after they visit a classified website (the



number who head straight to eBay seem to indicate they're not necessarily finding what they're looking for with us).

After a bit of a scramble with the lifts and the stairs to the kitchen(!), we re-joined the pre-lunch session with three great presentations addressing different aspects of "100% Digital". First up was Gary Stewart of Goa Internet Services who explained the role and contribution of his vertical search engine and



What they said...

"Big thank you from the airport – it was a very well organized conference with a lot of interesting people."

Managing Director, Germany

"You really outdid yourselves this time – this meeting was fantastic! Really extremely interesting presenters and sessions and topics and a lot of fun as usual! Well done and thanks a lot."

Online Business Planner, France

"Many thanks again and congratulations on the event in Amsterdam. We found it very informative and made some really good contacts in our industry which we will definitely stay in touch with."

Online Sales Manager, Ireland

"Very well organized. Things moved right along, on schedule. The social schedule was inclusive, so newcomers hopefully felt included. And very good topics. I am not sure what to think is my problem. An Eleven!"

Director of Acquisitions, USA

aggregator tool. Unlike Oodle, Gary is seeking to partner with classifieds sites as he rolls out the property version, Nuroa, across Europe, and he was pleasantly surprised at the positive reception he got. Paul Molenaar, COO of Ilse Media was next up, he'd been briefed to shake us all up with the topic "Print Is Dead. So Where Do We Go From Here?" and he certainly succeeded, with lots of wincing and wry smiles from the audience as he ran through the list of the 10 common strategic mistakes (my personal favourite is the "If we leverage our existing assets' fairy-tale"). Then it was back to the hard practicalities with a presentation from Genevieve LeBrun of Trader Corporation about how Trader had exploited synergies between its extensive classified business (particularly Autotrader.ca) and its Yellow Pages parent. Most of the questions focused on a wonderful gadget that the sales reps use to scan the unique ID number of car which then accessed all the key data from a central source at Kelley Blue Book and populated the principal data fields for the ad automatically – Genevieve, you'll have to bring one of these with you next time!

The first afternoon session always has to battle with the post-lunch slump and so we were fortunate that the panel session on mobile turned out to be the hottest topic of the conference, and that the speakers were so well-informed and enthusiastic about their subject. Bob Cauthorn's opening slide which stated "there is a bomb in this room" underlined the urgency which we must apply to orienting our businesses towards this new channel. He was followed by Jan Webering, CEO of Sevenval, a German mobile solutions provider who covered the opportunities available to classified media players who choose to develop their mobile offering. Felix Erken, MD of Junk Mail Publishing, urged delegates "do it when you want to, not when you have to otherwise it'll be too late".



The final session featured three member presenters, and we are enormously grateful to them all for agreeing to share their experiences with the conference. Dan Rindos, VP of Bargain News, kicked off with a rip-roaring description of the new technologies that he has implemented on his car site, and most importantly, how he has made money with them – one of ICMA members' favourite topics! Then came Peter Moerkenborg who walked delegates through the online story of Den Blå Avis, and how their constant focus on providing the Danes with a horizontal marketplace enabling them to buy and sell – easily, effectively and cheaply – had ultimately paid dividends. Margus Tomberg, MD of Sanoma Baltics had the last slot as he shared the experiences of Auto24.ee, a highly successful car site in Estonia which attracts 1 in 5 of Estonia's internet users very week, boasts 95% of dealers as members and rotates 18% of the total car "population" every year. Oh, and the small matter of an 80% profit margin generated by just 12 employees.

An all-too-short break and we congregated in the reception for the walk to Haesje Claes for the traditional Dutch dinner (if anyone wondered why we walked everywhere, it's simply because the streets by the hotel were so narrow that a normal-sized coach couldn't fit down them). Amazingly, we didn't lose anyone in crossing the main road, and everyone settled into the cosy tables and tucked into "erwtensoepp" (split pea and ham soup), braised duck and then traditional Dutch apple-pie. People trickled back to the hotel via the cobble-stoned streets (thankfully, it still wasn't raining) and more than a few headed to the bar, to discuss classified media matters of course!

What they said...

"Thank you very much for a very inspiring and interesting meeting. Although I couldn't attend the Saturday meeting – the presentations were great, and the food on Thursday night very good. ... Thanks again to you and your team for the organisation and a smoothly run event."
CEO, Germany

"Thank you so much for the great conference. I think it was a tremendous success and my take-aways were substantial. There were a lot of great ideas discussed and some excellent networking relationships formed. I am looking forward to Brussels! The canal trip and dinner were something I will always remember – Amsterdam at night is really special. Thanks and congratulations to your entire team for a job well done!!"
VP of Business Development, USA

Friday 2 November

Friday, the second day of hard work rolled up all too quickly, and we were delighted to welcome Eyland Worpel, Business Development Director of Yahoo! Netherlands to talk about how the search landscape was changing. He got some fairly tame questions publicly but some much tougher ones in the coffee-break apparently. Michael Oschmann of Mueller-Medien GmbH took the 9.30 slot and explained how his family company with diverse media interests from radio to directories has accepted that they could not go head-to-head with the big search engines and expect to win, and so had instead opted for a strategy of partnerships, leveraging their small company flexibility and speed and maintaining close relationships on the ground with SME's. The final presentation before the





coffee-break was from Simon Greenman, MD, Digital of European Directories, who explored the fundamental differences between classifieds and directories, and gave a critique of the various cross-over offerings from his competitors, whilst keeping very quiet about European Directories' own plans.

The next session tackled the issue of verticals online, and Fredrik Larsson of Mascus went first to share the story of their pan-European franchise business of a Finnish-owned construction/agricultural machinery and parts website. He is actively looking for partners in Benelux, France, Spain, Italy, Greece, Portugal, the Former Yugoslavia, Russia and Ukraine. Paul Cruise, Operations Director of



Friday-Ad Ltd gave a great account of www.boatsandoutboards.co.uk, a successful boat vertical which not only monetises its online content but has also spawned a profitable reverse-published print product. Finally, it was Tony Roy of CareerBuilder.co.uk's turn to review the prospects of the recruitment vertical and even though this was the last presentation before lunch, the participants gave him a really hard time in the Q&A. Tony acquitted himself very well, as he was quizzed on CareerBuilder's strategy in multiple European markets, and survived unscathed. But expect that US\$ 2000 job-posting soon...

We broke for lunch and then it was straight into the workshops on usability, SEO, auctions, mobile and sales force structure and compensation. These were highly interactive with just small groups of 10-15 people but agreed to be too short at just 30 minutes – we'll extend them at the next GM, promise!

After a much-needed coffee-break, most people had an early finish to Friday, but



20 hard-working publishers gathered for the special "Sharing Best Practice" session. They split into two groups and discussed a series of pre-submitted metrics in the areas of online business and private advertisers. The session was remarkably open and honest with all participants being incredibly forthcoming about their businesses, and the reasons behind the numbers. With near-perfect approval ratings of 98.5%, this is definitely one to repeat.

Head Office gave as many restaurant recommendations as we could, and everyone headed out into the Amsterdam evening to enjoy what ICMA's wonderful home city has to offer.

Saturday 1 November

Saturday came, and with it a change to the programme. Gerald Coniel, the chair of the Publishers' Meeting had requested that his presentation session should be accessible by all conference delegates, and so after some swift re-scheduling of the Sales Managers' Workshop times, we all gathered in the main conference room for a comprehensive



Link up with the LinkedIn Group!

Social networking was THE hot topic of the Amsterdam GM, and one of the fastest-growing networks is LinkedIn, a network that allows business people to leverage their (and their network's) relationships. ICMA has set up a LinkedIn Group for attendees of the Amsterdam General Meeting so that you can continue to connect with your fellow participants online way into the future. Lucie is the Group Manager (surprise, surprise!) and if you attended Amsterdam, you will already be on the pre-approved list to join the Group (60 members have joined already). Check out the details of how the Group works on the ICMA website under "Events" – "Events Archive" – "Amsterdam" – "LinkedIn networking" or go directly to this link to sign up – <http://www.linkedin.com/e/gis/37907/4BDDD54A1277>.



Face off with facebook

facebook

Or if you're a facebook addict, (and I know that many of our Finnish members are!), why not join the facebook group that Shay has set up?

Just go to www.facebook.com, log-in, search for ICMA in the Groups section and we're on the second page (hmm, we'll have to work out how to bump ourselves onto the first page of results somehow!). Once you're on the ICMA Group page, request to join the group, and the Group Manager will approve you. A great way to try out this social networking thing for yourself and keep in touch with your fellow ICMA'ers!

ushered upstairs to sit down to a delicious meal with live Dutch accordion music (although the table behind me was singing in French, and our song was "Kingston Town"!)). We went down a deck for the piece de resistance, a dessert buffet that rose majestically from the floor, and descended later (much-depleted) to allow the dancing to start. The DJ was great, and the floor was heaving in no time, prising people away to rejoin the boat back was no mean feat! But the party continued long into the night in the hotel bar...

Another great GM, thanks to all the speakers, facilitators and chairs for their expert contributions, the sponsors and exhibitors for their support, the Committee for all of their help and input, and of course all the delegates who make these events so valuable.

See you in Belgium!



presentation that touched on all aspects of Web 2.0, how it has changed consumer behaviour and expectations, and how we must embrace technology to develop products and services that will appeal to our customers.

The group then split into two with the publishers continuing with their meeting (with the red and green caps which they wore to indicate their agreement or disagreement with the views being expressed during the discussions, a great interactive tool!). The sales managers headed downstairs with Peter Lamb, who conducted possibly the most lively and interactive session yet on what makes a great sales manager. Apparently the role-play in the final session was very realistic!

The Business Meeting approved the proposed 2008 budget unanimously and also passed a change in the Bylaws limiting the number of terms a Committee Member is entitled to serve. There were no candidates standing for the vacant position on the Committee.

The Gala Party was a fantastic success! After a short cruise along the lit-up Amsterdam canals, we reached the Prins van Oranje saloon boat which was also bedecked with lights and about to start its cruise along the IJ. Some cocktails and several canapés later, we were



What they said...

"Thanks to you guys who once again have put together a great agenda!"

General Sales Manager, South Africa

"I would like to congratulate you for the very successful conference. The programme totally met my expectations."

Managing Director, Belgium

"It was another GREAT conference! Amsterdam is one of our favorite cities and your meetings are very informational. Can't wait for Brussels..."

Executive Director, USA

"One of the best seminars I ever attended!"

Director, Finland

"Thank you for the splendid conference. Loads of excellent ideas sprung from it, as well as a deeper understanding of web 2.0 and what that should mean for our business."

Head of IT, South Africa

"It was indeed a great event and I was impressed by the "legendary" spirit of ICMA – congratulations for the perfect organization!"

Director Corporate Development, Germany

"I would like to thank you and all the team on the great and efficient efforts."

Online Business Manager, Lebanon

"...thank you for your welcome and hospitality at the excellent conference..."

Sales Manager, Ireland

"We had a great time. I look forward to the next one."

CEO, USA

"A serious big thanks ... for all the hard work. This event was Mobyja's first public presence and we exactly achieved what we wanted to get out of the event = validation of our market space and a first introduction into some high-level media executives and international publishers. ... Believe me, I know what it takes to host 150 people during 4 days with two people, respect!"

VP Sales & Marketing, Belgium

"Thank you for one more excellent organized ICMA Meeting, with very good speakers."

Managing Director, Portugal

"I had a great time in Amsterdam, learned a lot, great presentations, great coordination, and many ideas to where to start from in El Salvador."

Commercial Director, El Salvador

T&E goes free online...

ICMA member, Trade & Exchange in New Zealand, has launched a new service which allows businesses to advertise free of charge at www.te.co.nz.

A product of Cabbage Tree Press Ltd, Trade & Exchange is the country's only major free trading website that is New Zealand owned. It has faced fierce competition in recent years from the auction site TradeMe, and also from the major Australian publishing enterprises such as Fairfax and APN.

Target Media Partners buys back Recycler from the LA Times

The Los Angeles Times Media Group has announced the sale of Recycler Classifieds, publisher of four editions of the pioneering Recycler free classified advertising paper and eleven weekly and bi-weekly photo ad and employment guides throughout southern California, as well as operator of the popular Recycler.com website, to Target Media Partners. Financial terms of the transaction were not disclosed.

"Recycler has been a valuable asset in the Los Angeles Times Media Group's diversified portfolio of products," said Bob Bellack, senior vice president of the Los Angeles Times Media Group. "However, this strategic transaction will better focus our online and classified resources to meet the evolving needs of readers, users and advertisers in Southern California as we head into the future."

As part of the agreement with Target Media Partners, The Times and Recycler Classifieds will continue their current online distribution relationship whereby Cars.com powers the automotive functionality on the Recycler.com site.

"We welcome all of Recycler's employees, 15 publications, and Recycler.com's almost 500,000 monthly unique users to the Target Media family," said Mark Schiffmacher, CEO of Target Media Partners. "Recycler's advertisers can look forward to expansion of the free ad concept it introduced more than 25 years ago and we are pleased that Recycler.com's business relationship with The Times and Cars.com will continue and grow."

There is some history here: Target was formed in 1998 with the spin-off of the non-LA area publications of Recycler, concurrent with the acquisition of Recycler by the Times Mirror Company (now Tribune). So the original is back in the spin-off stable.



Trade & Exchange Managing Director Peter Whitmore said, "Given our longstanding commitment to free ads, we are pleased to launch this new Internet business model, which extends the free listing service to business advertisers as well as to private parties." The new service for businesses means Trade & Exchange will now accept free listings for vehicles, real estate, rental properties and jobs, as well as for general items. Businesses can also place their entire stock list onto the site using a new upload system. "Some of these types of listings can cost up to NZ\$150 (EUR 75) each on other sites, but on Trade & Exchange they will now be completely free," said Whitmore. "Trade & Exchange is already well supported by some of these markets, but we expect to improve this position with the introduction of the new service."

Whitmore says top of mind when designing the new service, was making sure entering and managing free listings was a simple process. "Customer research revealed that site users wanted the listing process to be as simple as possible. Our new service



reflects this with only a few steps required to complete the exercise.

With the launch of the first Trade & Exchange paper in 1981, Cabbage Tree Press Ltd became the first organisation in New Zealand to offer free ads as a core part of its service. In those early days, the free offer was limited to private sellers. "The introduction of the Internet to the classified advertising industry has changed the economics of the business, allowing us to open up the free listing service to businesses as well as private sellers." Revenue to run the site will come from paid upgrades and additional services, as well as from banners and sponsored links.

Trade & Exchange Online first offered free business listings in May this year, but delayed the launch announcement until user testing was complete. The new service has already found favour amongst many New Zealand businesses with strong growth through this period, from around 500 to around 50,000 listings. Whitmore said that he expected the strong growth to continue.

Yellow Pages Group and Google expand strategic relationship

Yellow Pages Group, owners of Trader Corporation, announced it has entered into a new strategic agreement with Google to become the first Canadian based reseller of Google AdWords ads.

Under the agreement, YPG will be able to provide its approximately 425,000 advertisers an enhanced advertising offering designed to help small and medium-sized businesses further market their businesses online. In addition to their existing advertisements on YellowPages.ca or Canadaplus.ca, YPG's network of seven local city sites, YPG advertisers will now have the opportunity to reach potential buyers with Google AdWords. The Google AdWords advertising program allows advertisers to display advertisements alongside search results when users search for local information on Google and Google Maps.

"We have been a trusted business partner to Google since 2004," says Jean-Pascal Lion, Vice President, Marketing of Yellow Pages Group. "This renewed relationship further enhances our ability to deliver local search solutions and services to advertisers. The

agreement also strengthens the unparalleled local content we offer to users who choose to use our search engines."

"Small and medium-sized businesses need to be where their customers are, and increasingly, that's online," said Eric Stein, Director of Local Markets at Google. "Our collaboration with Yellow Pages Group gives local businesses an efficient, cost-effective way to reach customers and provides users with better local information through relevant ads."

Mr. Lion added: "We constantly try to find ways to improve and add value to the advertising services we offer to Canadian businesses. We believe working with Google will result in the successful integration of AdWords within our product line and build the foundation for future services designed to help Canadian local businesses."

Member Spotlight: a new section allowing members who have recently joined ICMA to present their companies, products and strategies to the ICMA "family".

Member Spotlight: Alma Media, Finland

Alma Media is a profitably growing and internationally expanding company that invests in the future of newspapers and online media.

Net sales in 2006 totaled EUR 302 million and the operating margin was over 16%. The company's share is listed in the Mid Cap segment of the OMX Exchange's Nordic List. In 2006, the company employed 2710 people.

Marketplaces is a business unit within Alma Media that focuses on online business. Marketplaces is a rapidly growing and internationally expanding unit and this year its net sales is approximately EUR 30 million in 2007. Marketplaces has nearly 200 employees in Finland, Sweden, Estonia, Latvia, Lithuania, United Kingdom, Poland, Russia, Bulgaria, Croatia and the Ukraine.

Our services include Etuovi.com, Autotalli.com, Monster.fi, Mascus.com, Mikko.fi, City24, Motors24, Bovision and Objektvision. Our internationally best known brands are Mascus.com, City24 and Motors24.

Mascus.com

Mascus.com is the leading marketplace for used equipment in Northern Europe. The company develops and produces internet services and tools to make the



used equipment market more efficient. Mascus has over 840 equipment manufacturers and dealers as its advertising customers and over 20,000 used machines for sale.

The main markets of Mascus are Finland, Sweden and England. In addition, the company has representatives through licence agreements in 33 countries. The Mascus marketplace operates in 22 languages.

City24

City24 is an online marketplace for real estate in Estonia, Latvia, Lithuania, Ukraine, Poland, Bulgaria, Croatia and Russia. The company was established in Estonia in 2000, and acquired by Alma Media in 2005. City24 has been a bridgehead for Alma Media's Marketplaces to Baltic countries and to Eastern Europe. Additionally, the City24 concept includes real estate advertising magazines in many countries.

Motors24

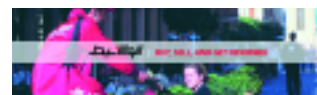
Internet marketplaces for used vehicles in Estonia and Latvia, offer several thousands of alternatives for car seekers. On Motors24 both car dealers and private persons can put their cars up for sale.

Member Spotlight: AlWaseet International, United Arab Emirates

Waseet began its first operations in Kuwait in 1992 as the first free weekly classified publication in the region. Today, Waseet is present through 28 operations in 25 cities across 9 countries, employing over 4,900 people and distributing 5.1 million copies which are read by 20 million people every week. Printed in both Arabic and English, the classifieds offer a range of products, services and items for sale in eight different categories, in addition to

guarantee an optimum coverage and reach, aiming for massive coverage for main commercial points, extensive door to door coverage of A & B residential areas, strategic coverage for the C residential areas through Points Of Distribution (POD) and personalized distribution to VIP readers. Another success factor is the strong commercial approach focusing on interactivity with the advertisers, and offering personalized contact with clients and readers.

An important focus is development of new projects under the Waseet umbrella such as e-commerce. Ewaseet.com is a powerful e-commerce tool offering online advertising solutions that include above the line advertising, classifieds and targeted advertising. Its USP is the regional strength of the website, and its ability to be used as a main search engine all over the region.



Waseet is diversifying its service offerings within the advertising/classified ads domain. After the online portal, Waseet will launch its own TV channel, a regional satellite channel, which will focus mainly on classified ads, supported by visual sampling, in addition to special advertising programmes.

In joining ICMA, Waseet will surely benefit from the interaction of the different classified businesses that the Association brings together to gain better understanding of the potential of the classified media industry and keep up-to-date with recent developments, especially in terms of the online channel. Waseet also hopes to bring to ICMA its expertise in being present regionally in 9 different countries and the wide scope that such a multi-diversified function brings to the table in terms of challenges, project developments and product launches.



advertising solutions to commercial clients, including commercial ads, and targeted mass mailing solutions throughout the region.

A strong circulation strategy lies behind Waseet's business model. Waseet applies the same approach in all markets to

franchising concept to make Waseet a truly international brand. AWI will be the main driver behind Waseet's expansion, as Waseet continues its corporate expansion through AWI, by identifying new potential markets, and opening new branches in markets to expand the existing network.

Calling all contributors!

Have you recently joined the Association and want to share your story with the membership? Or maybe you've made an acquisition, sold a publication, launched a new website, deployed some great new technology, or implemented an idea that has generated revenue or cut costs? Don't keep it to yourself, simply contact Lucie or Shay at Head Office and we'll be happy to feature you in the next newsletter.

Zillow's real estate deal

First it was Craigslist, then it was Google and Yahoo. Now Zillow is emerging as the latest big threat to newspapers, which are watching a series of Internet companies go after their dominant share of advertising and undercutting them with free services.

That's one way of interpreting the announcement that Zillow has signed a deal with ERA to display the realty firm's listings on Zillow's site. ERA is just the first announced user of Zillow's Listings Feed service. The Seattle web company is also in talks with other brokerages about Zillow Feeds.

The feeds could increase the usefulness of Zillow by adding more "real" information about properties, but I wonder if it will also diminish one of the original promises of the company: To upend the real estate market by giving consumers new tools to independently search for and evaluate the value of homes, similar to the self-service effect Expedia had on travel.

Those tools are still there and Zillow has added more, including neighbourhood discussion features, but the chances of Zillow leading to a self-service revolution in real estate seem lower as the company cosy up to brokerages and sharpens its focus on advertising. With Listing Feeds, Zillow is providing free exposure to brokerages. In return, they're helping Zillow build and refresh its property database and providing traffic that will help Zillow sell more ads.

This is the Craigslist strategy: Offer free listings that lure advertisers from newspapers, then take the community of users that have relied on newspapers' classified ads. Newspapers blew it by responding with lower classified prices and by taking that community for granted, but they have done a great job with categories such as real estate that are a cornerstone of their business.

Remember they're not just paper products – virtually all newspapers are providing online services for brokerages to list properties online, as well as local web sites where buyers and search for homes.

Metro France partners with AnnoncesJaunes.fr

Metro France is reporting a new partnership with AnnoncesJaunes.fr to provide housing listings into the Metro print publications. The housing listings will be featured in a new section with a combination of editorial and classified listings. The new section will feature 50 classified listings of the over 400,000 listings currently available on AnnoncesJaunes.fr.

This would appear to be a good partnership for both parties with



AnnoncesJaunes.fr receiving over 600,000 unique daily visitors and Metro Newspaper receiving 2,000,000 daily readers.

Metro reporting that 25% of its readers intend to buy a new home within the next 2 years. Both parties bring substantial exposure for the advertisers with

Segundamano.es starts charging for ads

A month after the fusion of the Spanish leading free-classifieds sites Segundamano.es and Compraventa.com, the new site Segundamano.es has started charging for ad placement. Since the beginning of September, all advertisers have been charged a fee by the leading Spanish classifieds site, which is owned by Anuntis Segundamano, part of Schibsted. Private advertisers are charged EUR 7 for each real estate listing, EUR 30 for each job ad, and EUR 24 for each ad for services; other categories are EUR 1.37 per ad. The fees are paid by credit card, a charged-for telephone call or text-messaging service.

Each ad is reviewed and published within 24 hours by Segundamano.es. Ads stay online for two months. Since the charge was implemented, the number of ads has fallen by more than 100,000. About 816,000 ads are online on Segundamano.es. OLX.com's Mundoanuncio.com, which doesn't charge for ads and is ranked second in terms of traffic, features 1.3 million classifieds on its site.

CareerBuilder.com acquires Kariera.gr, continues European expansion

CareerBuilder.com, the largest online job site in the US, is taking the next step in its international expansion with the purchase of Kariera.gr, the largest online job site in Greece. This follows the launch in October 2007 of the beta version of CBJobs.es in Spain.

Kariera has operated in the job market since 1997, providing integrated solutions to its clients, which include the Kariera.gr site, a free, weekly career-related newspaper, online and off-line executive training services, an annual "careers day" job fair and the publication of an annual career guide.

The acquisition of Kariera.gr adds thousands of new job seekers to CareerBuilder.com's international network, which now tops more than 3 million in Europe. Kariera.gr will retain their existing brand name, but will be powered by CareerBuilder.com technology. Financial terms surrounding the acquisition have not been released.

"Adding Kariera to the CareerBuilder family was an easy decision because of our shared values and commitment to producing the best of breed online recruitment site for all Greeks," said Farhan Yasin, President of CareerBuilder.com's International Group. "This acquisition is another important milestone in CareerBuilder's pursuit to provide our employers access to the largest and most comprehensive talent pool in the world."

"Kariera.gr will grow considerably under its new owner CareerBuilder.com and Greek job seekers and employers will benefit through a new technological platform that has been instrumental in making CareerBuilder.com the industry leader in the US,"



stated Theofilos Vasileiadis, Managing Director of Kariera.gr.

Greece has a labour participation rate in excess of 60%, with an Internet penetration rate close to 34%, according to Internet World Stats.

CareerBuilder.com began its international expansion in spring 2006, building its presence through a combination of organic development, partnerships and acquisitions as market conditions warranted. CareerBuilder.com launched organic sites in Canada and the United Kingdom. In addition, CareerBuilder.com acquired sites in Sweden (Jobbguiden.se) and The Netherlands (JobbingMall.nl) in March of 2007. CareerBuilder.com also maintains strong partnerships in China with 51Jobs and in South Korea with Incruit. In India, CareerBuilder.com launched a site while maintaining a close partnership with Naukri.

New study offers surprising numbers on newspaper/Yahoo! deal

Ever since seven newspaper companies announced with much fanfare an alliance with Internet giant Yahoo! in November 2006, scant detail has emerged concerning the revenue upside newspapers expected to reap. More outfits have joined the deal – as of now 17 companies and roughly 400 newspapers – and there are still questions about when the partnership will find its legs.

But now Deutsche Bank analysts have put a pencil to paper, shedding some light on just how much newspapers could stand to gain by joining forces with Yahoo!. Deutsche Bank analyst Paul Ginocchio and his team, David T. Clark and Matt Chesler, estimate the Yahoo! consortium could push newspapers into positive revenue territory a year earlier than originally forecasted.

“We believe the benefits from the Yahoo! deal could move the revenue and EBITDA inflection points forward, positively surprising the market,” wrote analysts. The upswing could come as early as 2009, according to the research report. Even more amazing, the newspapers involved in the deal could see a lift in year-over-year online revenue growth by 20 points by the second half of 2008, from 20% to 40%.

Deutsche Bank believes the greatest advantages of the partnership will come from increased online inventory and traffic, better CPMs due to Yahoo's behavioural targeting capabilities, and the HotJobs affiliation. For example, the team points to Lee Enterprises to illustrate the potential with HotJobs. Since Lee fully launched its co-branded HotJobs recruitment

sites in February 2007, online revenue soared 62% on average through July compared with an average of 49% from June 2006 through February 2007.

Couple the benefits of HotJobs with display advertising, an area that is growing “gang-busters” – up at least 50% in 2006 – and some consortium members will see online revenue growth rates of 40% for at least two years, starting in 2008.

Deutsche Bank concedes there are several risks that could throw water on the forecast including stalled job growth and a possible recession. And they nod to the alarming drop in print advertising – a fall-off that has occurred during a non-recessionary period. The research firm is forecasting a 7% decline in print ad revenue in 2007, a 6% decline for 2008, and a 5% decline in 2009. Circulation revenue is anticipated to fall 3%.

But this is where the newspapers involved in the Yahoo! alliance – especially those that are taking advantage of all aspects – stand to benefit, posits Deutsche Bank. The team maps out three different scenarios, using 2006 as the base year.

In the first estimate, it's assumed that online revenue will continue to increase at a strong clip about 25% because either the Yahoo! deal doesn't significantly “move the needle” or helps but not enough to stanch print losses. Total newspaper revenue and EBITDA won't turn positive until 2012.

In the second scenario, online revenue advances about 40% starting in the second half of 2008 before settling back down to a growth rate of 25% in 2012. The surge is anticipated as newspapers add more Yahoo! features, like the capability to sell remnant inventory for much greater CPMs. Total newspaper revenue and EBITDA will rise starting in 2010.

In the third scenario, online revenue growth is much more robust, increasing 40% in 2008, 50% in 2009, and 50% in 2010 before falling back down to a growth rate of 25% by 2011. Total revenue and EBITA growth will hit positive territory by 2009.

Deutsche Bank analysts believe that in the most likely outcome, total revenue will start increasing by 2010. “This is about a year to year and a half earlier than we previously expected,” analysts wrote. “However if we are underestimating the traffic boost the newspapers will get from Yahoo!” – now projected at a 10% increase – “this inflection point could be even closer than we think.”



eBay to launch social networking service, buys German auction site

eBay is set to launch a social networking service based around shoppers' interests.

The “Neighborhoods” feature will let users to post photos, product reviews, tips and responses, with each group

based around a common shopping interest such as fashion, music and film.

Jamie Iannone, an eBay vice president in charge of buyer experience, said: “People who are passionate about certain brands, trends, celebrities or products have been discovering and trading with one another for years. Neighborhoods makes this even easier.”

The move forms part of the online marketplace's attempts to stem falling listings and add more user-friendly features. Individuals listed 480 million items on eBay in the second quarter, down 6% from the first quarter and down 2% from a year earlier.

Later this year eBay will launch a “One Click Bid,” tool which aims to increase a buyer's chances of winning



Adicio's reverse publishing...

Adicio has launched a new “reverse publishing” feature to Adicio Careers 7.0, which essentially presents advertisers who are posting ads online with an option to also place their ad in print, giving online and print the opportunity to work in tandem.

The company says this choice gives advertisers “one seam-less transaction” and additional value. Travis Fisher, the company's general manager, points out that this service may provide an opportunity for its clients to earn additional revenue through online and print ad bundled packages.

during the final 15 minutes. The company will also update its “My eBay” service and checkout process.

In other news, it was announced that eBay has acquired ViA-Online GmbH, the German auction management software developer that operates Afterbuy.com. Terms of the deal were not disclosed.

The addition of Afterbuy gives eBay the ability to employ professional trading on its German site and other online marketplaces. In return, aligning itself with eBay lets Afterbuy, which focuses on selling items related to business management, tap the e-commerce expertise and resources of eBay. Afterbuy will continue to operate under its current brand name and will remain in Krefeld, Germany.

Upcoming Events

24-25 January 2008 INTERNET ADVERTISING SUMMIT

London, UK
www.inma.org
Organised by: INMA

21-22 February 2008 SEARCH LAB

Amsterdam, The Netherlands
www.icmaonline.org
Organised by: ICMA

26-28 February 2008 SMX WEST

Santa Clara, California, USA
http://searchmarketingexpo.com/west/
Organised by: Search Engine Land

13-14 March 2008 WORLD NEWSPAPER ADVERTISING CONFERENCE AND EXPO

Budapest, Hungary
www.wan-press.org
Organised by: World Association of Newspapers

April 2008 SMX SOCIAL MEDIA

Los Angeles, California, USA
http://searchmarketingexpo.com/social/
Organised by: Search Engine Land

24-26 April 2008 AFCP ANNUAL CONFERENCE AND TRADE SHOW

Palm Springs, California, USA
www.afcp.org
Organised by: Association of Free Community Papers

30 April - 2 May 2008

**DRILLING DOWN ON
LOCAL '08**
Seattle, Washington, USA
www.kelseygroup.com
Organised by: Kelsey Group

**7-9 May 2008
INMA WORLD CONGRESS**
Beverly Hills, California, USA
www.inma.org
Organised by: INMA

Spring 2008 (check online for exact dates!)

SPRING GENERAL MEETING
Belgium
www.icmaonline.org
Organised by: ICMA

20 May 2008 DIGITAL TREND DAY

Amsterdam, The Netherlands
www.inma.org
Organised by: INMA

1-4 June 2008 WORLD NEWSPAPER CONGRESS

Gothenburg, Sweden
www.wan-press.org
Organised by: World Association of Newspapers

June 2008 SMX ADVANCED

Seattle, Washington, USA
http://searchmarketingexpo.com/advanced/
Organised by: Search Engine Land

15-17 September 2008

**DDC2008 - DIRECTORY
DRIVEN COMMERCE**
Atlanta, Georgia, USA
www.kelseygroup.com
Organised by: Kelsey Group

1-4 October 2008 INMA EUROPE CONFERENCE

Vienna, Austria
www.inma.org
Organised by: INMA

6-8 October 2008 SMX EAST

New York, NY, USA
http://searchmarketingexpo.com/east/
Organised by: Search Engine Land

October 2008 SMX LOCAL & MOBILE

Denver, Colorado, USA
http://searchmarketingexpo.com/local/
Organised by: Search Engine Land

5-9 November 2008 AUTUMN GENERAL MEETING

Miami, Florida, USA
www.icmaonline.org
Organised by: ICMA

19-21 November 2008 ILM:08 INTERACTIVE LOCAL MEDIA

Santa Clara, California USA
www.kelseygroup.com
Organised by: Kelsey Group

ICMA members can benefit from specially **reduced rates** for all the conferences organised by The Kelsey Group, INMA, WAN and Search Engine Land – please visit the Partner pages on the ICMA website www.icmaonline.org for details or mail Lucie at l.hime@icmaonline.org.

The ICMA mascot...

OK, it was Shay's idea to include this but we thought we'd introduce the latest ICMA recruit at Head Office (and I have to prove that he's cuter than Rob's dog!).



This is Mac, Lucie's 5-month old Jack Russell puppy who comes to the office every day and keeps busy chewing a bone or squeaky toy whilst we're working. The connection to classified media is obvious, just take a look at the Koopjeskrant mascot!



Connections

Trader Media East's office has moved from Paris to Istanbul to be closer to their new owners, Hurriyet. Their new address is:

Hürriyet Gazetecilik ve Matbaacılık A.Ş.
Trader Media East Ltd.
Hürriyet Media Towers
34212 Güneşli, Istanbul, Turkey

You can reach Clara Llamas at the new Istanbul address and also connect with her via LinkedIn.

Another former Trader person has relocated, Peter Rees has moved back to his native England, and will be based in deepest Hampshire in the heart of the countryside. His email address remains the same, and he is also active on LinkedIn. *(Disclaimer: ICMA does not have shares in LinkedIn, we just find it a very useful service!)*

ICMA Committee Members

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