



Medströms
ANNONSFÖRLAG AB

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Sweden

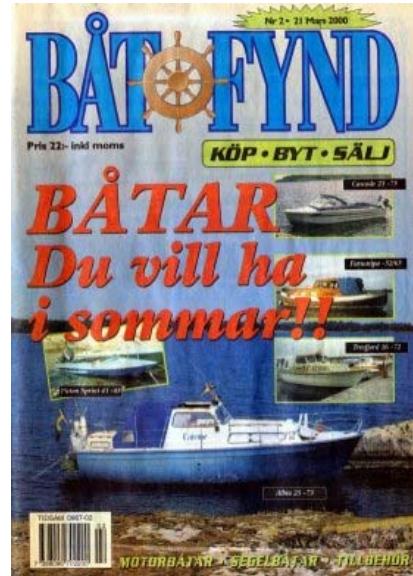
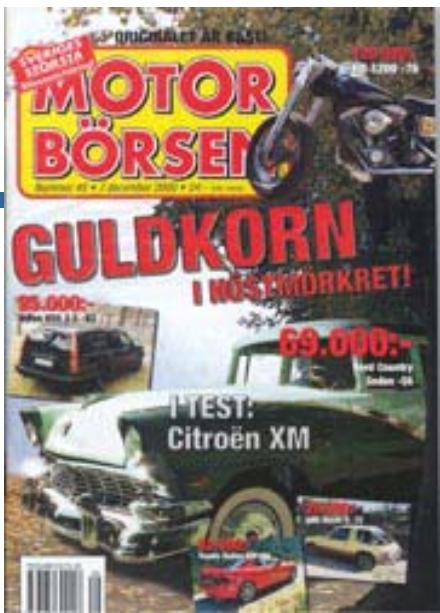
Medstroms

- We have been on the market for 15 years
- We market niche publications
- Mainly cars and boats

The content of our publications

- 60 % of the content is private cars and boats for sale
- 40% are ads from dealers
- 85-90% of our content comes from the Internet

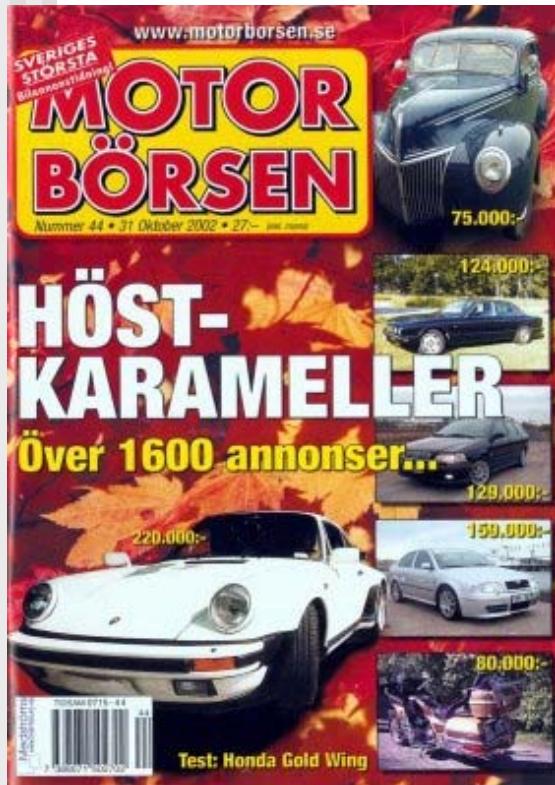
Our titles in 98



The development

- 4 publications in 1998
- 9 publications in 2002
- 12 publications in 2004

Motorbörsen extended to motorbikes and snowmobiles



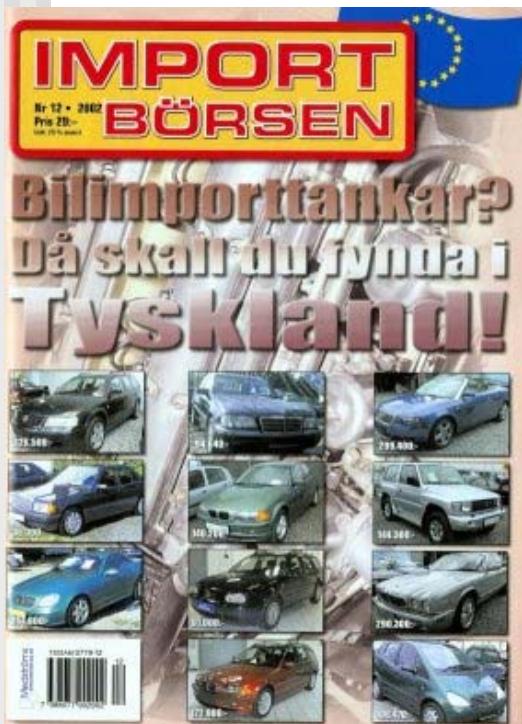
Båtbörsen was released in Norway



Båtfynd in the Finish market



Importbörsen in 3 languishes and a market of 19 million people



Content

- To have the most content – is being in control of the market
- Buyers (both online and print) will go to the service that contains most content of good quality.
- Advertisers will be attracted to the service that has most buyers, which logically is the service with most content
- With large and increasing volumes of content
 - We can increase number of issues
 - We can introduce new titles
 - We get more visitors
- With decreasing volumes of content, we loose in all ends

Content

- Content is king
- The Internet is the way to get content
- A market for buying and selling content has developed
- Alliances is a good way to get content

A market for content

- Today we buy content from
 - Bybil.com
 - Bilannonser.se
 - Tradcenter.se
 - Zweitehand
- We sell content to
 - Annonsblader in Oslo
 - Zweitehand in Berlin
 - Lindstroms in Stockholm

Alliances car and boatclubs

- We offer car and boat clubs an interface and database to be integrated into their websites.
- This adds value to the club.
- It gives us content
- It gives us reach
- **Example**
- Swedish Cadillac Automobile Club

The information needed during different stages of the buying process

- **Attention**  ■ **Photomagazine**
 - Maybe it would be nice with a new car!
- **Interest**  ■ **Photomagazine**
 - What kind of a car?
- **Desire**  ■ **The Internet**
 - I would like a Volvo S60 - how much is one ?
- **Action**  ■ **The Internet**
 - I want to buy a blue Volvo S60 for under 25 000 EUR.