

SPORTS RADIO
680
The Fan



Atlanta's Sports Station

LINEUP | EVENTS | ARCHIVES | PHOTOS | PROMOTIONS | LINKS | LOCAL TEAMS | FAN CLUB | COMPANY

YELLOWPAGES

A Viable Advertising Option?

March 3, 2009

Yellow Pages becoming obsolete?

Top 25 things vanishing from America: # 24 -- The Yellow Pages



Blog Real-time Quote Web Video News Local

MAIN **BLOG** TAXES CALCULATORS CREDIT DEALS ECONOMIZER INSURANCE LOANS MOR

Tue. March 3, 2009

Top 25 things vanishing from America: # 24 -- The Yellow Pages

Tracy Coenen

Text Size [A](#) | [A](#) | [A](#)

Jul 15th 2008 at 8:00PM

Filed under: [Home](#)

This series explores aspects of America that may soon be just a memory -- some to be missed, some gladly left behind. From the least impactful to the most, here are 25 bits of vanishing America.

The yellow pages used to be a huge business for the phone companies. If you owned a business, you had to be in it. The phone companies knew it, and did their best to squeeze every last penny out of business owners to get them to invest their money in the yellow pages.



Sponsored Links

1 Tip to a Skinny Stomach

I Cut Down 3 lbs of Body Fat Per Week by Obeying this 1 Simple Rule. FlatStomachRule.com

Colon Detox Cleanses Reviewed

Scientific study of the top free cleansing products on the market. ColonReview.com

[Buy a link here](#)



Yellow Pages becoming obsolete?

Top 25 things vanishing from America: # 24 -- The Yellow Pages

FROM THE BLOG

Bankruptcy

Banks

Bargains

Credit Cards

Debt

Entrepreneurship

Extracurriculars

Food

Fraud

Health

Home

Insurance

Investing

Real estate

Recalls

Recession

Retire

Saving

Shopping

The creators and marketers of the yellow pages boast that their publication is still relevant. The Yellow Pages Association suggests that [49% of American adults refer to the yellow pages every week](#). I'm not convinced that this is true.



And neither is The Kelsey Group, an advertising research firm in New Jersey. [They say that in recent years](#), the use of printed newspapers and yellow pages has been falling at a rate of 2% to 3% per year. But in 2008, the drop in usage may be closer to 10%.

Businesses are sure to react to that drop in usage by holding back advertising dollars, which might even accelerate the decline of the yellow pages more. Fewer advertisers means the publication is less useful, which means there are fewer readers, which results in even fewer advertisers, ending up in a death spiral.

I don't even keep a phone book at my home or office. There's no need to, thanks to the internet. Yellow pages producers figured that out at some point, and started making yellow pages directories available on the web. They're really not needed though, as you can [easily find a business with a simple search engine](#).

Yellow Pages becoming obsolete?

Top 25 things vanishing from America: # 24 -- The Yellow Pages

Technology

Transportation

Travel

Wealth

BLOG FEATURES

Ask Walletpop

Consumer Complaints

Fantastic Freebies

Kids and Money

Mortgage Confidential

Reduce, Reuse, Recycle

Relationships

Ripoffs and Scams

Sex Sells

The Dolans

PERSONAL FINANCE

Banking

Calculators

College Finance

So where is the future of the yellow pages industry going? I'd say down, and down very quickly. There are still plenty of advertisers who obviously believe in the phone books, and I'm not discounting their experiences with them. I'm just saying that the yellow pages is likely to become more and more irrelevant each year.

With every passing year, more households have internet access, and web-savvy youngsters are growing into adults with the skills to get whatever information they need with a computer. Other than baby boomers and older, I know very few people who use any type of phone book anymore, white pages or yellow pages. Who needs two bulky books sitting on a shelf?

But every year, the phone book delivery people come through the neighborhood to deliver their wares. I've even caught them in the act and asked them to take the books back. After all, I'm just going to put them in the dumpster as soon as they leave. Their response? "Sorry ma'am. We're required to deliver them to every single house. No exceptions. Not even if you don't want one."

So with that, I do my part each year to needlessly kill a part of a tree as I walk from the front porch to the dumpster and deposit the phone

Yellow Pages obsolete due to the Internet?



Techdirt About Contact Us

Main Submit a Story Advertise

<< Spammers Trying To Regain Control Over Cut Off Spam Bots | Nathan Myhrvold Now Capitalizing On Failed University Patent Initiatives >>



Yellow-Pages Publishers Teetering On The Brink

from the *didn't-see-this-coming,-not-at-all* dept

A few times a year, I find a copy or two of Yellow Pages directories sitting on my doorstep. Never mind that I haven't used one in several years, they just keep on coming, from multiple publishers. Personally, it's far easier -- and better -- to just search online for whatever I'm looking for. There's the easy access to maps, or the ability to go to a site like [Yelp](#) and get other people's feedback and opinions on various businesses. While I imagine there's still a fair amount of people that use their Yellow Pages books, it's hardly surprising to read that several of the different publishers are **close to going out of business**. Shares in two of the bigger companies, Idearc and R.H. Donnelley, have dropped 99 percent in the last year, reflecting their deteriorating business and the lack of faith investors have in their ability to survive. In some way, this is pretty interesting: the publishers for so long had valuable businesses with more extensive relationships with local business owners than anybody. But perhaps they took that for granted, assuming that those relationships would carry them through the rise of the internet. But their web sites have generally been miserable, especially when compared to the business directories created by internet companies. While some of the publishers are trying to beef up their online efforts, it's unlikely they'll be able to make up for their shriveling print revenues, meaning the Yellow Pages will soon be little more than memory.

Failures

by TIC Expert,
[Carlo Longino](#)

Wed, Nov 19th 2008
8:20pm

Share This

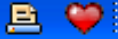
Filed Under:
[yellow pages](#)

Companies:
[idearc](#), [r.h. donnelley](#)

[Permalink.](#)

Yellow Pages obsolete due to the Internet?

Would Anyone Miss the Yellow Pages? | Mark Evans



ME Consulting: Digital
& Social Media
Consulting



Blogroll

- All About Nortel
- Four Reasons Why
- Kevin Restivo
- Mathew Ingram

Would Anyone Miss the Yellow Pages?

By Mark Evans | November 17, 2008



It seems kind of strange to see a [feature story in the Wall St. Journal](#) entitled “Extinction Threatens Yellow-Pages Publishers”.

By strange, I mean that it’s not really a story for anyone who actively uses the Web. When was the last time you looked something up in

the yellow or white pages? I would hazard to guess the answer is you can’t remember.

In my house, the Yellow Pages don’t even make it past the front porch. As soon as they’re delivered, they’re immediately thrown in the recycling bin. If I could figure out a way to stop them from being delivered, I’d gladly do it.

Of course, this new reality is terrible news for companies that publish the Yellow Pages given they’ve been high-margin entities for decades. For example, Yellow Pages Income Fund made an impressive \$408.7-million on sales of \$1.27-billion over the first nine months of 2008, giving its profit margins of about 33%.

Not surprisingly, Yellow Page publishers see the writing on the wall so they’ve been scrambling to embrace the Web. But like newspaper publishers, the Web is nowhere near as lucrative as paper.

The Green-ing of America

Affecting Yellow Page Use?

Latest

Greatest

TNN

NowPublic

Auto

Business

Crap

Entertainment

Gaming

Health

News

Odd

Science

Sex

Sp



ANN TAYLOR
Spring (a little) for What's Chic
Feminine florals, ruffle tops & more. SHOP NOW ▶

Greatest

1. N/A

6. N/A

[more](#)

Greener Yellow Pages: Opt Out of Phone Book

Tired of suffering from Mother Nature guilt every time the bloated Yellow Pages shows up on your porch? Well, fear not, Earth lovers because the Yellow Pages has finally caught up with the rest of us and realized no one uses the phone book for anything more than propping up shaky furniture or whacking cockroaches. Consumers can now opt out of unsolicited telephone books via YellowPagesGoesGreen.org and get a few eco-friendly warm fuzzies along with a whole lot less junk crammed in your mailbox.



Spring
(a little)
for What's Chic
Feminine florals, ruffle tops & more. SHOP NOW ▶
ANN TAYLOR

The Green-ing of America Affecting Yellow Page Use?

Web Ink Now: Yellow Pages anyone?



My Wikipedia
entry



Follow me on
Twitter



Your email address:

Get email updates

Powered by [FeedBlitz](#)

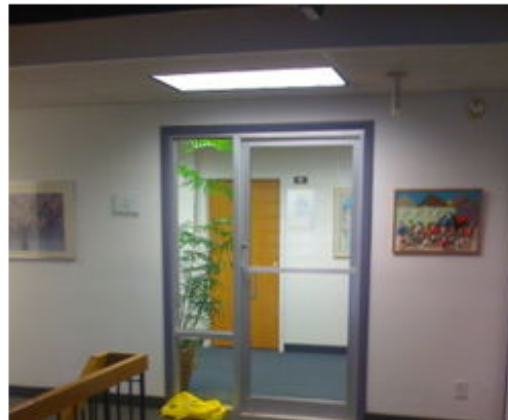
I want to speak

Yellow Pages anyone?

I have a small office in the Boston area. Ages ago when I lived in Tokyo I tried the home office thing and it just doesn't work for me — I need to separate work and home.

Yesterday, I heard thumping outside the office door and when I went out to investigate, there was a Yellow Book sitting there neatly packaged in a yellow plastic bag. Each office had one delivered.

As a wired sort of guy, I don't recall having used the yellow pages in years. Google is my first place when I need to find something, so I put my copy of Yellow Book on the table in the office hallway expecting that maybe someone could use an extra.



I was amazed that this morning a pile of Yellow Books was now on the table. One larger office still had its two copies sitting forlornly in front of the door.

The Green-ing of America

Affecting Yellow Page Use?

▶ Web Ink Now: Yellow Pages anyone?

I want to speak
at your next
event!



Search this
blog



www

www.webinknow.com



In my office building are several small law firms, an accountant, an architectural firm, several psychologists, and an executive recruiter. From the looks of the stack of Yellow Books, nobody wanted their copy!

What a waste of resources to print and distribute tens of millions of these things that go unused!

But worst of all, what a shame for the companies still paying to be listed in a directory that very few people use. The larger ads can cost several thousand dollars a month.

Yellow Pages obsolete due to the Internet?

Report: TARGET PROFILE REPORT
Market: ATLANTA, GA for OCT-NOV 2008
Bases: ADULTS AGE 18+
Target: ONLINE/INTERNET--LOGGED ON PAST MONTH

THE MEDIA AUDIT

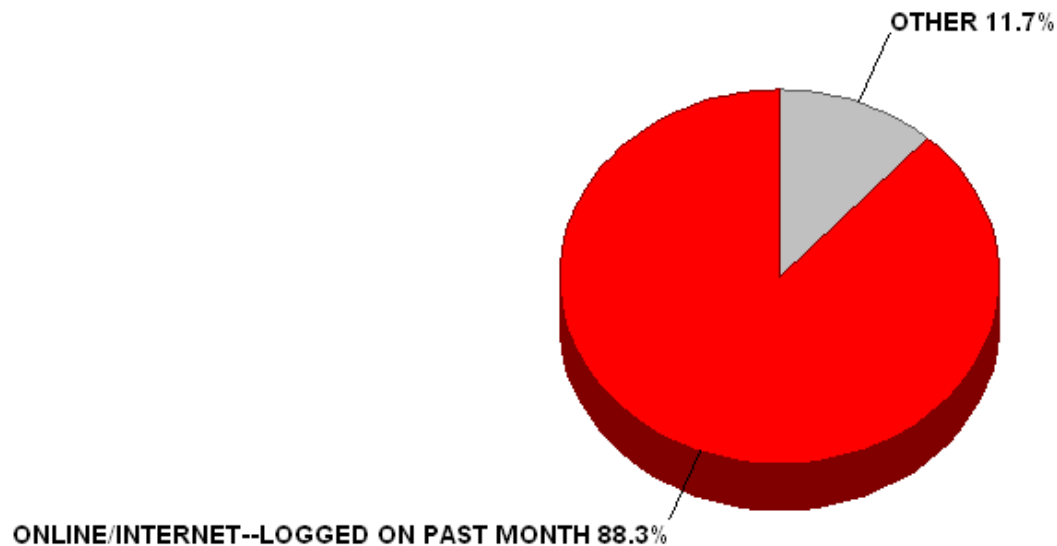
Target Analysis

Base Population: 3,836,098

% In Target: 88.3%

Target Persons: 3,386,498

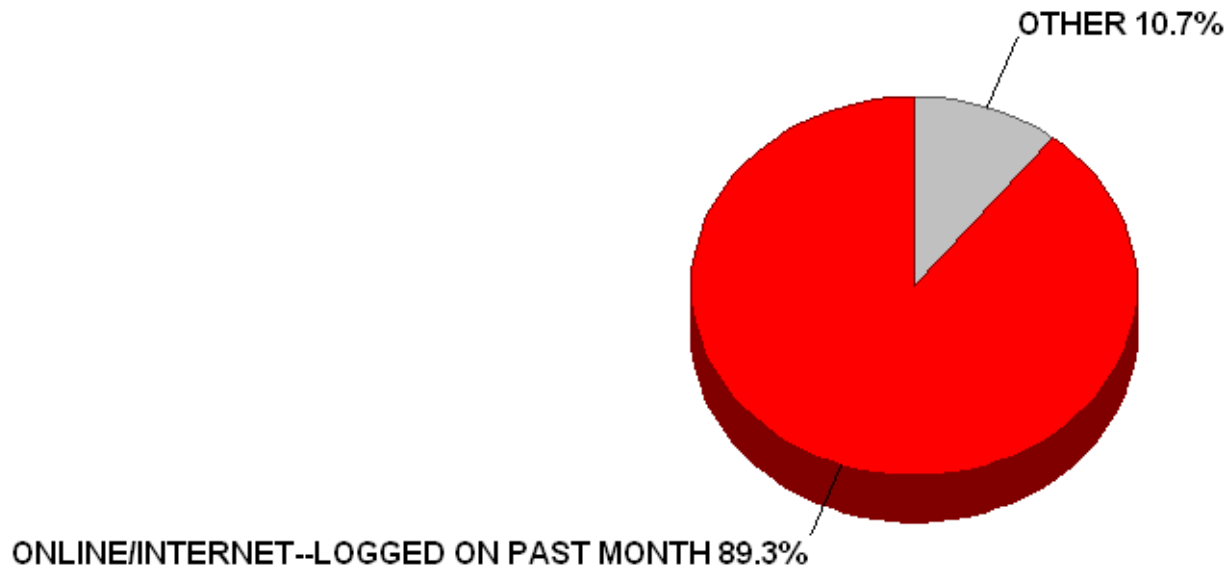
88.3% of Atlantans are Online



Yellow Pages obsolete due to the Internet?

Report:	TARGET PROFILE REPORT	THE MEDIA AUDIT	Target Analysis
Market:	ATLANTA, GA for OCT-NOV 2008		
Bases:	HOME OWNER--DWELLING UNIT--OWNED		
Target:	ONLINE/INTERNET--LOGGED ON PAST MONTH		
Base Population:	3,171,291	% In Target: 89.3%	Target Persons: 2,831,083

Nearly 90% of Home Owners in the Atlanta Market are Online



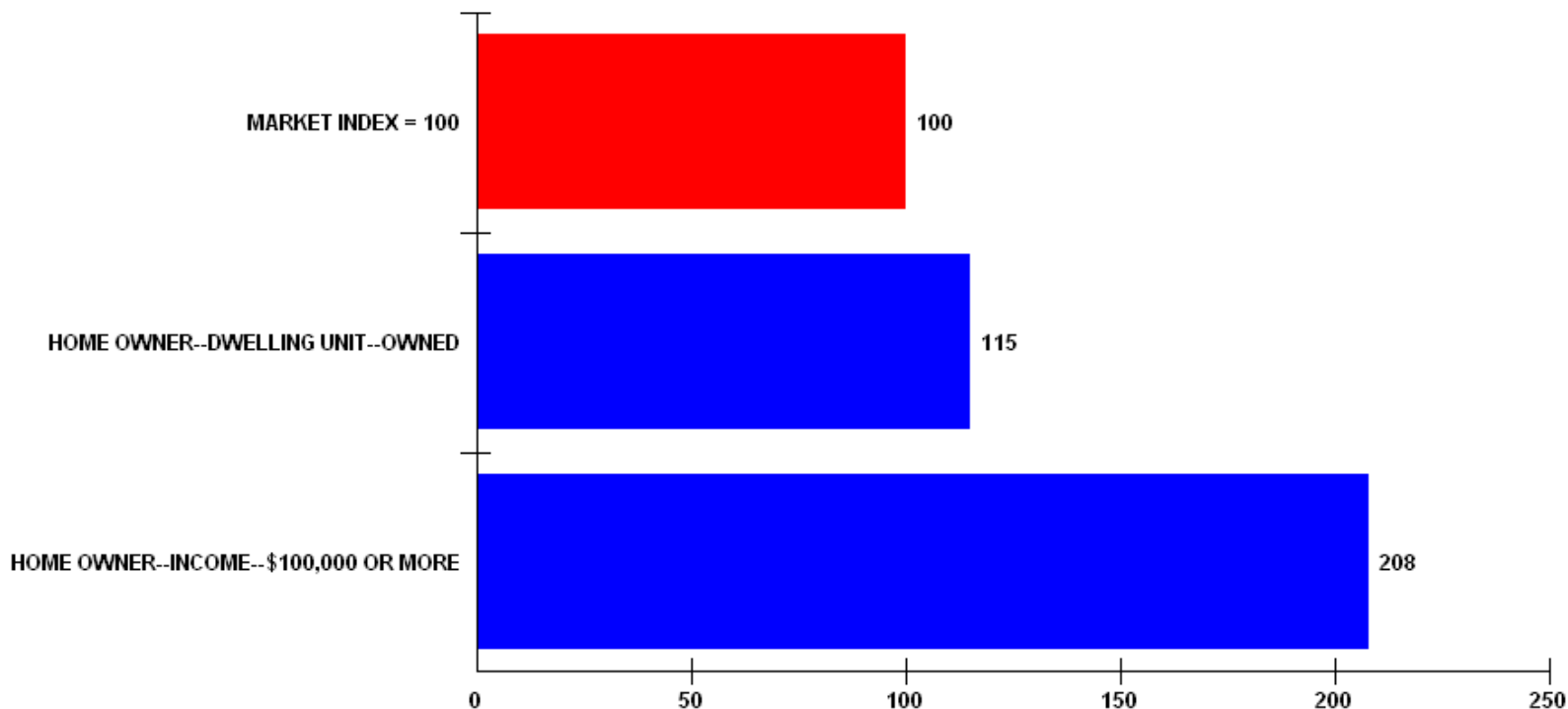
The Fan Delivers Best Plumbing Prospects: Upscale Home Owners

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: ATLANTA, GA for OCT-NOV 2008
 Bases: ADULTS AGE 18+
 Media: WCNN

THE MEDIA AUDIT

Cume Index

The Fan Listeners are 108% More Likely to be High Income Home Owners



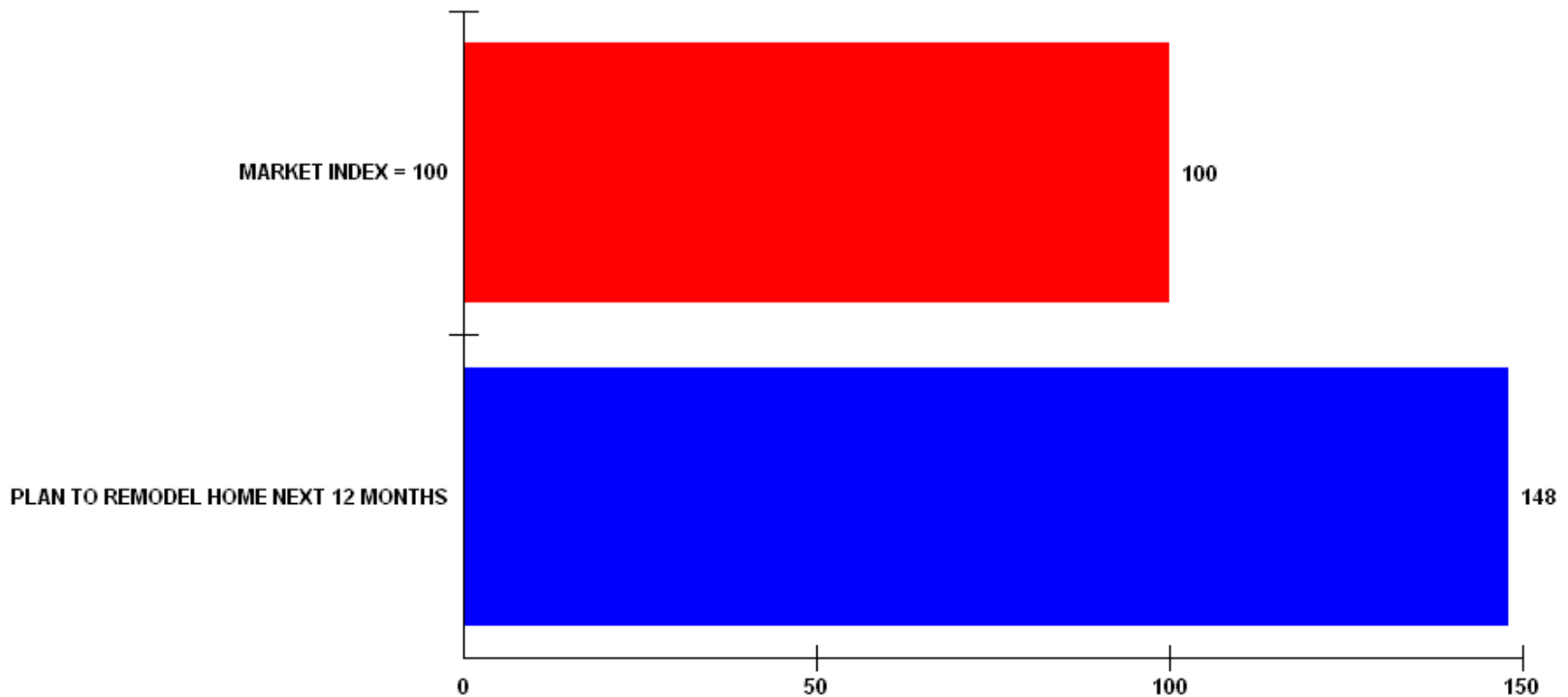
The Fan Delivers Best Plumbing Prospects: Those Planning to Remodel

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: ATLANTA, GA for OCT-NOV 2008
Bases: ADULTS AGE 18+
Media: WCNN

THE MEDIA AUDIT

Cume Index

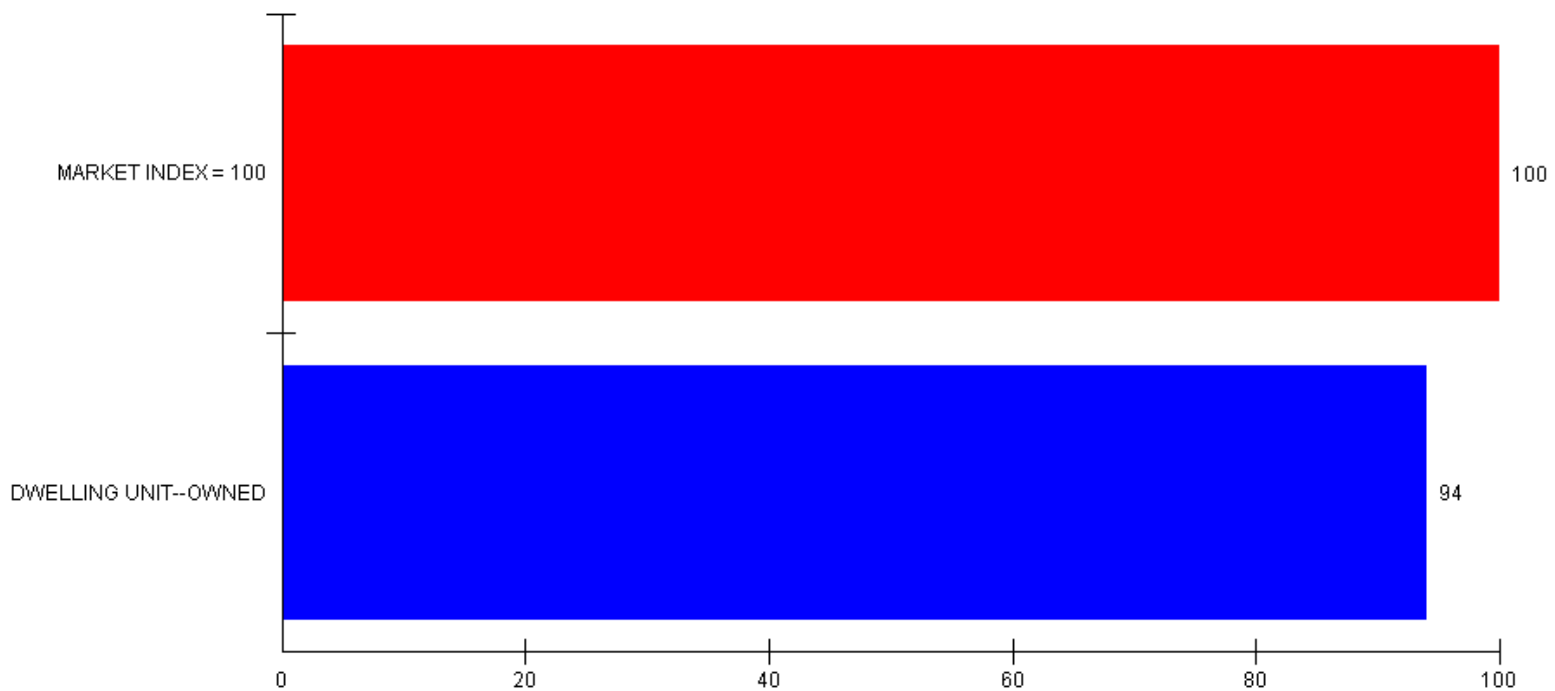
The Fan Listeners are 48% More Likely to Remodel



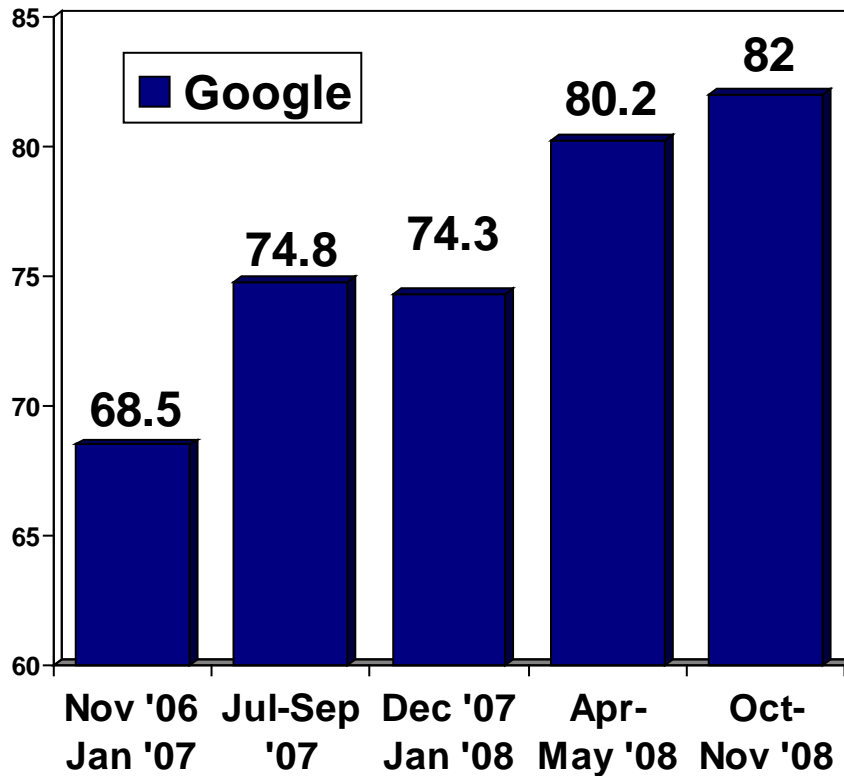
As Early as the Year 2000, Yellow Pages had already lost its Effectiveness With Home Owners

Report:	MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA	THE MEDIA AUDIT	Cume Index
Market:	ATLANTA, GA for JUN-JUL/OCT-NOV, 2000		
Bases:	ADULTS		
Media:	HEAVY YELLOWPAGES		

Yellow Page Users are 6% LESS LIKELY to be Home Owners



Do you Google? The New "Yellow Pages"



82% of all Atlanta adults now use Google.