



Craigslist's revenue soars again

Craigslist 'most profitable classified site in the world'

ALTAMONTE SPRINGS, FLORIDA, UNITED STATES, November 29, 2016 /EINPresswire.com/ -- Craigslist will generate revenue of almost \$700 million this year, with a profit margin around 80 percent --- making it the most profitable classified advertising site in the world, the AIM Group reports in its Global Classified Advertising Annual, released this week.

Using detailed analysis of Craigslist's revenue, the special edition of Classified Intelligence Report shows where Craigslist makes its money --- and details new fees that will increase its revenue in 2017 by additional millions of dollars.

"Even though LetGo, OfferUp and dozens of other apps and websites are targeting Craigslist, Craig Newmark and Jim Buckmaster operate an amazing juggernaut that grows and grows," said Peter M. Zollman, executive editor of Classified Intelligence Report. "We've tracked Craigslist's revenue for more than a decade, and the company manages to find new revenue streams without spending a penny on advertising or marketing --- the largest expense at most major classified companies." The report and an accompanying spreadsheet projecting market-by-market revenues are available at AIMGroup.com for \$1,495, or with a consulting conference call for \$1,795.

The report provides a revenue category breakdown for Craigslist; shows how it managed to increase revenue by 75 percent in 2016 over the estimated 2015 total, and explains why Craigslist remains so strong despite its decidedly 1980s look.

The 87-page report also covers the "Big Six" classified advertising companies worldwide: Axel Springer, Craigslist, EBay, Naspers, Schibsted and the newest entry, Recruit Holdings of Japan, owner of Indeed.com. It analyzes the new Facebook Marketplace, a classified service like no other, and its potential impact on other classified marketplaces.

A free "preview" edition of the report is available at AIMGroup.com. Orders can be placed online or through info@aimgroup.com.

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About the AIM Group: The AIM Group, formally the Advanced Interactive Media Group LLC, is the world's leading consultancy in interactive media and classified advertising. It publishes Classified Intelligence Report, the continuous advisory service known as "the bible of the classified advertising industry." Founded in 1998 and based near Orlando, Fla., the AIM Group works with leading media companies, dot-coms, broadcasters, investment companies, yellow-page publishers and technology companies. It provides strategic and tactical consulting; sales training; proprietary and published research about interactive media; and other services.

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Free media review copies of the Global Classified annual are available for coverage by reporters. Email info@aimgroup.com.

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