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Small Talk

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Hecta Media

Bringing an internet investment company to the market might get alarm bells ringing for investors still nursing losses from the dot.com boom, even if the end of the boom is approaching its seventh an-

niversary. But internet companies now trade at real world valuations and can offer decent value.

Shares in Hecta Media come to the market this week, and the company's management has a record of delivering results from internet investment. The executive chairman, Frederick Kreuger, founded and sold five internet businesses, including Traffic marketplace and Santa Monica Networks.

The Santa Monica-based group, listing on AIM because of the "onerous" expenses of keeping up with Sarbanes-Oxley in the US, will look to invest in niche portal websites, brand-name blogs and revenue-generating domain names in the UK, Europe and US.

The company has already raised £4.67m through the broker Beaumont Cornish, and is expected to be valued at £6m to £7m once trading begins.