



EGMONT
Publishing

EGMONT Denmark announces its new representation in Switzerland by Gruner+Jahr Schweiz

As of the first of June 2016 Egmont Publishing Denmark is exclusively represented by the Gruner+Jahr Sales office in Switzerland.

Egmont Publishing A/S is a division in Egmont and is the cornerstone that kicked off the company in 1904. Today the various areas of Egmont's activities stretch from magazines, books, movie theatres, movies and TV, to comic books, school books, digital communities and video games. Egmont is one of Scandinavia's leading media companies and publishes media in more than 30 countries.

Egmont Publishing represents some of the strongest titles in the Danish market today. For example **ALT for damerne** - the biggest weekly in Denmark, whenever a modern female target group is required. The magazines **Euroman** and **Eurowoman** are both original Danish concepts and a point of reference in the market, while bringing our clients closer to the trendsetters within lifestyle, fashion and luxury goods as a whole. **RUM** is the international Interior magazine bringing news and trends from the international scene to both professionals and the interior lovers of Denmark - its counterpart **GASTRO** does this within food/wine and is particularly strong among the quality oriented people and professionals.

All titles are available in iPad versions, while the content of the magazines is extended and elaborated through dedicated websites and mobile platforms.

The Swiss Gruner+Jahr sales office is currently marketing the portfolio of all European G+J publishing companies (G+J Germany, Prisma Media France, G+J Media Netherlands, G+J Spain, Verlagsgruppe News Austria) as well as the Boda Rayli group in China and the most important Inflight Media worldwide (e.g. Lufthansa, British Airways, KLM Airlines, ANA Airlines etc.).

Thomas Hervø, Advertisement Sales Manager at Egmont Publishing A/S: "The Swiss market is important to Egmont Publishing as we see great future potential here and wish to strengthen our visibility in this market. I therefore embrace this new partnership and feel confident that the high quality of our titles, combined with the expertise of the G+J team in Switzerland holds great future value for both existing and new clients."

For further information please contact:

Gruner + Jahr (Schweiz) AG
International Media Sales
Zeltweg 15, Postfach 1672
8032 Zürich - SCHWEIZ
Phone +41 44 269 70 70
Email: guj.schweiz@guj.de
www.gujmedia.com

