

G+J iMS supports International Sales of Media Impact

Hamburg, January 1st, 2021

In the course of the cooperation with Ad Alliance Media Impact mandates G+J iMS to market the print and digital portfolio of Media Impact Germany in Austria, the Nordics (Denmark, Finland, Norway, Sweden), Croatia, Hungary, Slovenia, Czech Republic, Russia and South Korea alongside Media Impact's own sales activities with immediate effect. The just mentioned sales offices as well as the G+J iMS sales office Germany also sign to co-market the portfolio of Media Impact's publishing partner Ringier Axel Springer Media Poland. In addition, marketing and sales activities concerning multi-country campaigns are supported by Axel Springer International Sales which is responsible for global brand communication in media such as Insider Inc., UPDAY and POLITICO Europe.

As Axel Springer's core marketing organization, Media Impact represents the cross-media power of unique and top-selling media brands such as BILD, WELT and BUSINESS INSIDER. Together with its strategic partner Ad Alliance, of which G+J is another partner, Media Impact reaches up to 90% of Germans in print and digital. With its strong brands and diverse portfolio Media Impact ensures not only one of the highest reaches in Germany, but also specific target groups in distinct market segments.

Ringier Axel Springer Polska is the leading publisher in Poland on the traditional as well as the online press market, with a portfolio including such renowned brands as FAKT, NEWSWEEK, FORBES and PRZEGLĄD SPORTOWY. The portfolio also includes licensed editions of the German Axel Springer portfolio such as AUTO SWIAT and KOMPUTER SWIAT.

Fellin Wolter, Head of International Sales: "As a partner of the Ad Alliance in Germany, a collaboration with G+J iMS is now a logical decision for us to effectively market our portfolio in relevant foreign markets and to accelerate our international sales impact. We are looking very much forward to this cooperation."

André Freiheit, Executive Director, G+J International Media sales: "I am very pleased about the partnership with Media Impact. The resulting expansion of our portfolio through the addition of Media Impact's high-reach brands and their specific target groups further strengthens our position as a leading marketing partner."
