

## **G+J iMS wins the Swiss Marketer ADMEIRA as New Client**

**Effective 1 April 2017 G+J International Media Sales takes over the international marketing for the multimedia marketer Admeira in France, Great Britain, Scandinavia and the BeNeLux countries. G+J iMS therefore now offers its advertising clients an additional access to relevant target group segments in Switzerland.**

Hamburg, 23 May 2017 – Effective 1 April 2017 G+J iMS is responsible for the portfolio marketing of the Swiss Admeira marketing firm in France, Great Britain, Scandinavia and the BeNeLux countries. The cross-media portfolio von Admeira combines the print and digital offers of Ringier Axel Springer, the Swiss Radio and Television Network (SRG) stations and the inventory of the telecommunications provider Swisscom. The international marketing unit of Gruner + Jahr G+J iMS is therefore able to add an important European partner to its quality portfolio and thus offers its international clients even greater possibilities for reaching Swiss target groups.

Admeira is the largest marketing firm in Switzerland. It offers a multimedia portfolio with advertising possibilities in around 80 major media brands and reaches 95% of the Swiss population. Through using the newest technology combined with data and marketing competence, Admeira offers new perspectives for innovative ad formats in TV, radio, print and digital.

The print offer includes, among others, the well-known brands *Schweizer Illustrierte/L'Illustré*, *Der Beobachter*, *Landliebe*, *Style*, *Bolero*, *Icon* and *Bilanz*, as well as the *Blick* newspaper group.

In addition to targeted quality environments on business and finance, women and family, the digital portfolio also includes such coverage offers as news and entertainment or search and services.

In the broadcast segment, the stations of the SRG SSR and TF1 Group enjoy a leading market position and cover all linguistic regions in Switzerland.

André Freiheit, Executive Director G+J iMS: “Admeira is a fully integrated marketer which offers genuine multimedia advertising possibilities. We are very pleased that Admeira chose G+J iMS as marketing partner. Together, we can now offer advertisers from highly diverse market segments additional premium environments and innovative digital targeting possibilities. Precisely what the market is today demanding.”

Arne Bergmann, Chief Sales Officer at Admeira: “Against a background of digital change, our offers are intended to meet the expectations of sophisticated advertising clients. In order to successfully position our extensive portfolio and cross-media possibilities with advertisers and agencies, we need an internationally experienced, cross-medially structured marketing partner. G+J iMS convinced us.”

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## Available Photo Material

The following images are available as high-resolution data files:



(1) Schweizer Illustrierte



(2) L'illustré



(3) Der Beobachter



(4) LandLiebe



(5) Style



(6) Bolero



(7) Icon



(8) Bilanz



(9) Blick



*André Freiheit*  
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*Arne Bergmann*  
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**About G+J i|MS:**

G+J i|MS is responsible for marketing media brands outside their respective home markets. With sales offices in Germany, Great Britain, Benelux, France, Austria, Switzerland and Italy, G+J i|MS is represented through its own sales managers in all relevant European markets. In addition, G+J i|MS covers all important markets worldwide through its network of over 35 sales representatives. The coordination through G+J i|MS in Hamburg guarantees a uniformly high marketing quality.

G+J i|MS is traditionally responsible for the international marketing of German media. This includes the portfolio (print, online, mobile) of Gruner + Jahr Germany as well as clients' media brands, such as Lufthansa Ambient Media, Heise Online, or the leading Germany football magazine Kicker.

An additional mainstay is the marketing of non-German media abroad. This includes the titles of the international G+J subsidiaries such as Prisma Media (France) and G+J Netherlands. Moreover, G+J i|MS markets the media of many international clients, including Egmont (Denmark), Unidad Editorial (Spain), Vocento (Spain) and RCS (Italy), as well as the inflight media of numerous airlines, for example British Airways, SAS (Scandinavian Airlines) and All Nippon Airways (Japan).

**About Admeira:**

Admeira is the largest marketing firm in Switzerland and features a multimedia portfolio with advertising in around 80 major media brands. The company was established in 2016 through the entrepreneurial initiative of Ringier, SRG and Swisscom. Admeira is the Swiss answer to digital change and the resultant new requirements of the Swiss advertising industry. On the basis of the latest technology combined with data and marketing competence, Admeira has created new perspectives for innovative advertising formats.

The services provided are available to all advertisers, agencies and further providers of advertising. Admeira has over 280 employees located in Zürich, Bern, Lausanne, Geneva and Lugano.

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