

## **G+J i|MS wins Groupe Cerise with Gentside and Ohmymag as new client**

**Effective June 1, 2017, G+J International Media Sales represents the digital media company Groupe Cerise for the sale of advertising. By this, G+J i|MS now has an offer in place to serve the advertisers' call for valuable video inventory across Europe and Latin America**

Hamburg / Paris, July 3, 2017 – effective June 1, 2017 G+J International Media Sales assumes international sales of the company's inventory to advertisers and agencies in all countries worldwide. Groupe Cerise is one of the leading digital media companies for full-video platforms in France. It forms part of the French publishing house Prisma Média, a Gruner + Jahr subsidiary.

Groupe Cerise operates French and 5 international editions (German, Spanish, Portuguese, Italian, and English to come) of the video platforms Gentside and Ohmymag. Both platforms target millennials. Gentside attracts male users with lifestyle high-tech, sport, gaming, travel, fitness etc. and Ohmymag has more female users with content around food, beauty, DIY, animals, travel, lifestyle, fashion etc.

In total, Groupe Cerise has 103 million monthly visits on average and makes available around 100 million video inventory(\*) each month, on desktop and mobile. In terms of audience and market share Groupe Cerise is therefore one of the biggest providers of video content in France and rapidly expanding across Europe and Latam. With Groupe Cerise the international sales unit of Gruner + Jahr, G+J i|MS, is able to add important worldwide digital target groups to the portfolio and foster its digital transformation.

André Freiheit, Executive Director of G+J i|MS: "Cerise is an outstanding digital success story which a strong offer in France and other countries in Europe and worldwide. With Cerise we strengthen our digital offer by being able to provide truly pan-regional targeting solutions."

Jérôme Lahore, Deputy Managing Director: "For Cerise, the cooperation with G+J i|MS offers a valuable access to additional advertising budgets. G+J i|MS is a renowned player in the international advertising market with a proven track record of developing premium media's revenues."

Frédéric Daruty, Managing Director of Groupe Cerise and Executive Director of Prisma Media: "G+J i|MS has been Prisma Média's partner in international sales for many years. I am happy to extend our successful and trustworthy partnership to Groupe Cerise to develop their business further."

(\*) ACPM : may 2017



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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 Groupe Cerise:**

Groupe Cerise is a leading digital media group in France – primarily due to its popular video offers. With its head offices in Paris and Lille in the north of France, the company generates 100 million video views per month. With 103 million visits per month, Cerise is among the Top Ten digital media groups in the country. Since 2015, the group has been launching its internationalization with Spanish, German, Portuguese and Italian versions of the two websites Gentside.com and Ohmymag.com.

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