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news aktuell buys Zimpel Media-Daten GmbH, marking the beginning of a new era for both companies (BILD)



Hamburg (ots) -

dpa subsidiary news aktuell GmbH today announced it has acquired 100 % of shares in the Zimpel Media-Daten GmbH, joining forces of two leading German PR service providers. Zimpel Media-Daten GmbH will be continued as a separate entity, and the trademark "Zimpel" will stay in use. So far, the Wiesbaden-based Zimpel Media Daten GmbH has been part of the Springer Science and Business Media specialist publishing company.

"The Zimpel acquisition marks the beginning of a new era for our company," news aktuell's General Manager Carl-Eduard Meyer declared in Hamburg today. "We are all witnessing the biggest development step in our company's history since our own acquisition by dpa in 1994. It's a very special moment in time for me as the founder of news aktuell," he added. "We at news aktuell are really looking forward to joining forces with Zimpel in serving the PR and communication markets in future".

Through the Zimpel acquisition, news aktuell has improved innovation and growth conditions. Further, it confirms news aktuell's claim to be the number one service provider in Germany for targeting journalists.

General Manager Frank Stadthoewer of news aktuell added: "We are taking over a profitable business with a long tradition and great reputation. Together with the persons in charge at Zimpel GmbH, we will promote enhancements in both companies. Both service portfolios perfectly complement one another."

The two market leaders are pursuing a common approach with the acquisition. news aktuell is planning to expand its core PR distribution business, whereas Zimpel brings in its long-term experience and extensive expertise in addressing specialist journalists.

"We are extraordinarily happy about having become a part of the dpa company group. news aktuell is an ideal partner and has been an extremely successful PR service provider for almost 25 years", Laurin Paschek, General Manager of Zimpel Media-Daten GmbH pointed out. "Our businesses are a perfect match. I am sure we will develop top quality tools and innovative services together."

news aktuell will continue the Zimpel Media Daten GmbH as a separate business, including the use of the Zimpel brand, and General Manager Dr. Laurin Paschek will remain in his current position. The transaction parties have agreed not to disclose any information on the purchase price. news aktuell will continue not only the successful journalist database business, but also the profitable media data products.

About news aktuell:

news aktuell is a subsidiary of the German newsagency Deutsche Presse-Agentur (dpa) and offers innovative tools and solutions for distribution of PR material, addressing journalists, online monitoring and multimedia productions. Companies from all industries use the distribution services of news aktuell in order to provide daily media as well as trade press with their PR material and business information. In addition, news aktuell's "epic relations" PR software contains a total of more than 700,000 editorial contacts worldwide. Social Media Monitoring experts rely on news aktuell's "media sonar" tool. To round off its portfolio, the dpa subsidiary produces videos, radio pieces and microsites for its clients.

www.newsaktuell.de

About Zimpel Media-Daten GmbH:

Zimpel Media-Daten GmbH consists of the renowned publishing companies Zimpel and Media-Daten. It provides marketing, PR and communications industries with expert information, database and software solutions. Its flagship products are the internet-based "Zimpel Online" database containing 120,000 editorial contacts from Germany, Austria and Switzerland as well as the media and tariff database "Media-Daten Online" with all necessary planning-relevant data of 18,000 different media. Rounding out its product range, Zimpel Media-Daten GmbH offers comprehensive services as well as customer trainings.

www.zimpel.de

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Medieninhalte



Dr. Laurin Paschek (General Manager Zimpel Media-Daten GmbH), Carl-Eduard Meyer (General Manager news aktuell GmbH) and Frank Stadthoewer (General Manager news aktuell GmbH) (from left to right). dpa subsidiary news aktuell GmbH today announced it has acquired 100 % of shares in the Zimpel Media-Daten GmbH, joining forces of two leading German p.r. service providers. Editorial use of this picture is free of charge. Please quote the source: "ops/Ulrich Perrey/news aktuell GmbH"



Frank Stadthoewer (General Manager news aktuell GmbH), Carl-Eduard Meyer (General Manager news aktuell GmbH) and Dr. Laurin Paschek (General Manager Zimpel Media-Daten GmbH) (from left to right). dpa subsidiary news aktuell GmbH today announced it has acquired 100 % of shares in the Zimpel Media-Daten GmbH, joining forces of two leading German p.r. service providers. Editorial use of this picture is free of charge. Please quote the source: "ops/Ulrich Perrey/news aktuell GmbH"

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