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## Grupa Onet.pl SA and Ringier Axel Springer Poland create the largest integrated advertising-sales organization in Poland

*Zürich (ots) -*

Grupa Onet.pl SA and Ringier Axel Springer Poland will join their sales forces and create one integrated sales organization. The new entity will be a 50/50 Joint Venture of both companies, operating under the name of Media Impact Polska. The new venture will be the largest advertising-sales organization in Poland combining the portfolios of Onet, the country's leading premium online platform and Ringier Axel Springer Poland, a leading media company with strong online and print brands such as Fakt, Przegląd Sportowy, Newsweek and Forbes.

The new organization will be even more client-focused and be able to offer clients an expanded product portfolio as well as cross-media offers, such as integrated 360 degree solutions. Special sales teams combined of experts from both Onet and Ringier Axel Springer Poland will deliver more individually customized services to the clients.

The new entity will be operating separately from Ringier Axel Springer Poland and Grupa Onet, but under the lead of senior experts of both companies. The members of the Management Board of this company will be Maciej Kossowski (Onet), Deputy CEO, Head of Key Accounts and Agency Sales; Mariusz Wasinski (RAS PL) Head of Special Sales and Justyna Duszynska (Onet), Head of Regional Sales and Chief Operating Officer. The CEO of Media Impact Polska is currently being recruited. The new organization will be launched in Q4 2013.

"Joining forces and creating a new advertising-sales organization, which will offer some of the strongest online and print brands on the Polish market, will allow us to gain a competitive advantage and come up with custom made advertising solutions for our clients", says Edyta Sadowska, CEO of Ringier Axel Springer Poland.

"Media Impact Polska will be the largest sales organization in Poland, combining the expertise of Onet and Ringier Axel Springer Poland and offer a wide range of unique services. The clients of both companies will be soon informed about the new organization and the new marketing possibilities we can offer in the future", says Robert Bednarski, CEO of Onet.

The media offering of this new advertising-sales organization will combine the best of online and print. Grupa Onet is the top content destination in Poland with an online reach of monthly over 14.3 million users and 2.2 billion page views in total, leading video inventory, leading mobile platform, as well as multiple context and audience based customized solutions for clients.

Ringier Axel Springer Poland is a leading media company with strong online- and print brands like Fakt, Przegląd Sportowy, Newsweek and Forbes. Its websites reach together over 6 million users and 100 million page views per month.

Ringier Axel Springer Media AG holds 75% of the shares in the leading Polish online portal Onet.pl.

About Ringier Axel Springer Media AG:

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer AG and bundles the two shareholders' activities in Central and Eastern Europe. The company operates in the four growth markets of Poland, the Czech Republic, Slovakia and Serbia with a broad media portfolio made up of more than 130 online and print services. The company has its headquarters in Zurich and employs a total of around 3,100 people.

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