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Ringier Axel Springer Serbia creates the largest integrated advertising-sales organization in Serbia

Zurich (ots) -

As of October 1, 2015, Ringier Axel Springer Serbia will launch Media Impact Srbija and offer innovative advertising solutions to the Serbian market. The new sales unit will offer its clients integrated 360-degree advertising as well as cross-media services focusing on technology and data.

The new sales organization will be able to offer customized advertising solutions, featuring innovative advertising products such as native and web video advertising. Its portfolio is made up of strong print and online brands that reach a total of 2.1 million unique users (Gemius Audience, 6/2015), 1.4 million users of mobile devices (Gemius Audience and Google Analytics, 6/2015), as well as 2.3 million print readers (Ipsos Strategic Marketing, 6/2015).

Media Impact Srbija is the second sales organization launched by Ringier Axel Springer Media, following Media Impact Polska. As member of this network, it has access to Dreamlab, Ringier Axel Springer Media's Cracow-based technology hub, providing cutting-edge technology-based solutions for digital publishing and advertising.

Jelena Drakulic Petrovic, General Manager of Ringier Axel Springer Serbia: "Leadership, innovation and creativity are the pillars of Media Impact Srbija. We have a clear competitive advantage that is based on the technological power as well as creative people and experienced minds in our Ringier Axel Springer network, who are experts on native and creative advertising. Besides our broad reach and strong brands, this new sales entity will offer state-of-the-art advertising solutions based on deep market insight, expert knowledge and technology like no other media company in Serbia."

Media Impact Srbija will be lead by Mihailo Ponjavic (Sales Director of Media Impact Srbija). His core team consists of Snezana Stojasavljevic (Head of News Portfolio Sales), Goran Radulovic (Head of Verticals Sales) and Marko Bogicevic (Head of Special Digital and Project Sales).

Mihailo Ponjavic, Director Sales of Media Impact Srbija: "The future of advertising is based on innovation and creativity. Media Impact Srbija wants to take the lead in providing ad solutions that target the consumer in a smart and effective way. The exclusive content of our brands provides the ideal environment for the advertising client to reach out to the consumer in the most optimal way. Our clients will be soon informed about the new organization and the new marketing possibilities we can offer in the future."

About Ringier Axel Springer Serbia

Ringier Axel Springer d.o.o. is the leading publishing house in Serbia. Its portfolio includes strong brands such as Blic, Alo!, 24 Sata, Blic?ena, Puls, NIN and Auto Bild. The company was established in 1996 and has been part of Ringier Axel Springer Media AG since 2010.

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 SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 2700 employees

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