

11.05.2016 - 10:15 Uhr

## Business Insider Launches in Poland / News Brand for 'Next Generation of Business Leaders' Continues Rapid Global Expansion

York (ots) -

Business Insider, the leading digital news brand for the global business community, will unveil its third European edition tomorrow, May 12, 2016: Business Insider Poland ([www.businessinsider.com.pl](http://www.businessinsider.com.pl)), which is operated by Grupa Onet, a Ringier Axel Springer Media AG company. Grupa Onet entered its partnership with Business Insider in late 2015, following Axel Springer's acquisition of Business Insider Inc.

Business Insider Poland covers business and technology news in Poland and beyond. Lukasz Grass, the site's Editor-in-Chief, has more than 16 years of experience as a journalist at TV and radio outlets including TVN24, TOK FM and Discovery Channel. The site's editors and journalists collaborate with Business Insider editorial teams in the US, United Kingdom, Germany, Australia and Asia.

Said Lukasz Grass: "BI Poland focuses on the news, disruptive trends and decision makers that are boldly changing how Poland does business. We focus on emerging industries and technologies, as well as the innovators combining new ideas with action. We expect our audience to be broad: from start-up founders to CEOs seeking to better understand how creating value really happens."

Said Jovan Protic, Chief Operating Officer at Onet-RAS Polska Group: "We think there is a void in the Polish marketplace for a native-digital news brand that speaks the language of the business leaders of today and tomorrow. Business Insider is known around the globe for a distinct point-of-view that spotlights the kind of innovation and business creativity that is much admired in Poland."

In addition to covering business and technology, Business Insider Poland focuses on the fast-changing world of media and advertising, with well-known media journalist Patryk Pallus covering this beat. Business Insider Poland also features video by Onet-RAS Polska Group's video production unit.

Said Mark Dekan, Chief Executive Officer at Ringier Axel Springer Media AG and CEO at Onet-RAS Polska Group: "Bringing Business Insider Poland to this important market is another essential milestone for us as a digital media company with a strong journalistic DNA. Business Insider Poland will be another strong offering we bring to our readers. I am very much looking forward to our cooperation with Business Insider and their editorial teams around the globe."

Business Insider is the largest business news site in the US and one of the fastest-growing news brands in the world. The company pioneered business coverage that is native-digital: real-time, social and mobile. Collectively, the Business Insider network of sites reaches 94 million unique monthly visitors across all platforms, per Google Analytics.

Said Henry Blodget, Editor-in-chief and CEO of Business Insider: "We're thrilled to launch our ninth international site in Poland, one of the key markets in Europe. Onet-RAS Polska Group has a deep understanding of the digital space and is the ideal partner to help us bring to Poland business news delivered how and where our audience wants it."

### About Business Insider

Business Insider Inc. is publisher of Business Insider, Tech Insider, and eight international editions of Business Insider. Launched in 2007, Business Insider is the largest business news site in the US and one of the fastest-growing news brands in the world. Collectively, the Business Insider network of sites reaches 94 million unique monthly visitors across all platforms, per Google Analytics. The company pioneered a digital-native approach to business news that is social and mobile at its core and which is aimed at the next generation of business leaders. Tech Insider was launched in July 2015 and Insider, the company's first lifestyle brand, is scheduled to launch this month. Business Insider also offers a subscription research service, Business Insider Intelligence (BII) that provides in-depth insight, data and analysis of the digital landscape, including e-commerce, payments, mobile, social, Internet of Things, and Fintech. In addition, Business Insider each year hosts one of the industry's leading and most influential technology conferences, IGNITION. Business Insider Inc. is a subsidiary of Axel Springer SE.

### 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 3000 employees.

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