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ABOUT US



Saarbach with big distribution campaign for Royal Wedding in Monaco

+++ Saarbach worked closely with publishers from France, Spain and Italy in preparation for the Wedding of the Year in Monaco. This great social event in a principality steeped in tradition was of great interest to readers of the big people magazines. As a result, there were large draw increases for magazines such as *Paris Match*, *Point de Vue*, *Hola*, *Semana*, *Diez Minutos* etc.+++

MARKET

Global media branch with more turnover than before the economic crisis

+++ The media industry has largely recovered from the 2009 crisis year and registers significant increases in digital media in particular. Proceeds from advertising, consumer expenditure and access fees rose by 4.6% worldwide in 2010 to US \$1.42 trillion, topping the all-time high in 2008. The results are presented by Price Waterhouse Coopers and exceed their own forecast, which had not predicted a growth until 2011. Digital media are becoming increasingly important and will allegedly make up one third of proceeds in 2015. While newspapers are to lose their position as second most important advertising medium after television in the next few years to the internet, they are however profiting more and more from the advertising revenue achieved online or with digital versions, which it is said will make up over 10% of newspaper advertising income in 2015. +++

Ifo index in June shows cautious expectations, despite good business situation

+++ The June analysis of the monthly business climate index was considerably more positive than in May. "There is a strong boom on the German economy", stated the ifo-Institute, Munich – this is reflected by a positive assessment of the current business situation amongst other things. Although expectations for the next few months are somewhat less optimistic than in the past few months, the mood remains confident. The current business situation for the retail trade continues to be good. At the

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same time however, retailers' confidence in a continued positive development into the summer and early autumn has considerably diminished. The total retail business climate index is therefore lower than last month. +++

PRESS DISTRIBUTION MARKET

PV Köln and Probst & Heuser wholesalers withdraw merger application

+++ The Federal Cartel Office is examining planned press wholesaler mergers more closely than in the past. The office sent out thick questionnaires to numerous publishers, national distributors and wholesalers to obtain a decision basis for the merger applied for by PV Köln, Hürth and Probst & Heuser, Wuppertal in May. The two wholesalers have now withdrawn their merger application, but intend re-applying to the Federal Cartel Office at a later date. They had decided to withdraw temporarily for "procedural reasons" and wanted to give the authorities the necessary time to evaluate the questionnaires, according to their press statement: "It is still our intention to merge the two companies. We will make another application to the Federal Cartel Office in due course." Despite the application withdrawal, all companies concerned must answer the questionnaires sent by the Federal Cartel Office. To date, the Federal Cartel Office has approved planned wholesaler mergers without close examination.+++

PUBLISHERS



FAZ with higher advertising revenue

+++ The FAZ Group is expecting more good figures in 2011, after a significantly better result in 2010. "The boom in domestic demand is leading to an increase in advertising revenue", reported the FAZ after a recent shareholders' meeting. The FAZ had also gained shares in an overall shrinking newspaper market. Following a deficit of Euro 19.8 million in 2009, the FAZ achieved a surplus of Euro 4.8 million last year. Turnover proceeds rose by 7.5% to Euro 271.4 million by comparison. The net assets rate increased to 45.4%. In the annual average however, the sold circulation of the FAZ dropped by 1.1% to 364,982

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copies. The sold circulation of the "F.A.S." Sunday edition rose by 1.9% to 351,666 copies.

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„Süddeutsche Zeitung für Kinder" (Süddeutsche Zeitung for Children) goes on sale



+++ The children's edition and quarterly supplement of the "Süddeutsche Zeitung" ("Süddeutsche Zeitung für Kinder") is now on sale throughout Germany following a brief test at retailers in the Munich area. 40,000 copies were published in tabloid format on 9th June and were available in major city areas for Euro 1.00. "The 'Kinder-SZ' will also be available to our readers as a supplement in the "Süddeutsche Zeitung" in future. This second market test is restricted to the current issue for the time being", said SZ retail sales manager Norbert Weger. "We will decide how and in what form to put the 'Kinder-SZ' onto the newsstands on a regular basis after we have analyzed the results."+++

Personalized daily - "My Newspaper" – to be launched in November



+++ At the end of November the Swiss Post is planning to launch a personalized daily with contents from approximately 30 national and international newspapers. The product name will be "My Newspaper". It is to be distributed in Switzerland with a one-year test phase as a printed version also available for subscription. The printing partner is the company's own subsidiary Swiss Post Solutions AG. The software will be provided by the the Swiss company Prevision AG, while the digital version will be available worldwide. Following an announcement in the spring, the Swiss Post has now revealed more details on "My Newspaper", such as the fact that the digital version will have to be paid for. To date there is no concrete price model. Users are to compile their personal newspaper from 24, 36 or 64 pages and have it sent per email as a PDF file onto their computer or tablet PC. The Swiss Post expects at least 1,000 paying subscribers during the pilot phase.+++

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France pushes magazines with big campaign



+++ A big promotion campaign for magazine readers and advertising clients started in France on 16th June. During the campaign, it was possible to save money on purchases at 700 press sales outlets over a three day period: Euro 1.00 off the price of 2 magazines, Euro 2.00 off the price of 4 magazines etc., with the difference being made up by the magazine publishers of the 52 participating titles. Promotion is carried out by publishers in cooperation with Presstalis and MLP, the two big national distributors. Along with extensive promotion, there will be an acquisition campaign where potential advertising clients will be offered lower booking rates by publishers. Magazine press in France is however not doing so well. According to OJD, the sold circulation of consumer magazines dropped by 2%.+++

Sources: FINANCIAL TIMES DEUTSCHLAND 8 June 2011, kress.de 7.6.2011, kress.de 26.6.2011, dnv-online.net dated 7.6.2011, 15.6.2011, 21.06.2011, 28.6.2011, wuv.de 14 Juni 2011

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