

December 2011

## ABOUT US

### MONOCLE wins ACE Awards as Best UK Magazine Distributed Internationally



Helen Leech (Monocle),  
Margret Wirtz (Saarbach),  
May Lee Weernink (Seymour)

+++At the ACE Christmas dinner on Tuesday, 6<sup>th</sup> December the British magazine MONOCLE distributed in Germany by Saarbach, was awarded the ACE awards as best UK magazine distributed internationally. The publisher and UK distribution partner Seymour were very grateful for the good distribution and marketing work done for MONOCLE, especially on a large-scale expansion

activity in Germany. Our warmest congratulations to MONOCLE for winning this outstanding international distribution award!

### Saarbach begins redistributing the Croatian daily JUTARNJI LIST



+++ Saarbach began redistributing JUTARNJI LIST in Germany and Europe on 28.11.2011. This edition of the Croatian daily is printed in Germany and the editorial is geared towards the interests of Croatians living in Germany. The editorial team is located in Zagreb. JUTARNJI LIST is published Mondays to Sundays on A Day and offers readers current news from the world of politics, the local and international economy, sport and travel, plus commentaries and analyses. JUTARNJI LIST primarily addresses liberal readers with a high standard of education and as such

complements the contents of the traditionally oriented VECERNJI LIST. Unlike the edition of JUTARNJI LIST which was available on the German market in the past, a special editorial team has now been formed in Zagreb for the German edition to ensure that the contents are adapted as much as possible to the requirements of Croatians living in Germany. +++

December 2011

## MARKET

### Angela Merkel at the VDZ Magazine Conference: "The wholesale system must be preserved"



+++At the VDZ Magazine conference, German Chancellor Angela Merkel spoke in favour of the preservation of the press wholesale system. "We agree with the publisher associations and the Federal Association of Press Wholesalers that the wholesale system must be preserved", said Merkel according to a recent dapd report in Berlin. "If the wholesale system should be jeopardised by any legal disputes, we will take the necessary action", said Merkel.

With its landmark decision in October, the Federal Supreme Court (BGH) had ruled that a publisher can stop supplying a press wholesaler with his magazines. This ended with Grade Press Wholesaler losing their lawsuit against the Bauer Media Group. The Association of German Publishers (VDZ) sees no sign of any other publisher terminating his agreement with his wholesaler after this. The new long-term publisher agreements with wholesalers had – with the exception of Bauer – been concluded under new conditions and been supplemented by a political declaration on the wholesale system, said VDZ's CEO Wolfgang Fürstner recently in Berlin. Magazine publishers are expecting a 1.4% increase in turnover to Euro 7 billion for in 2011 and no drop in turnover for 2012. +++

### Merger of Pressevertrieb Köln and Probst & Heuser approved



+++ On 24th November, the Federal Cartel Office approved the merger of Pressevertrieb Köln Doll & Esser GmbH & Co. KG, Hürth, und Press Wholesaler Probst & Heuser GmbH & Co. KG, Wuppertal. Both companies will found a new joint company which will take over the business activities of the partner companies. "We are very happy that everything has now been settled ", said Ulrich Stemmler (second from the right), managing partner of Pressevertrieb Köln. "We wish to combine our strengths on the rapidly changing market and exploit potential to the full. We will be able to do this much better with the new company than we could ever have done solely for ourselves." The new company (Becker und Stemmler

**December 2011**

do not yet wish to reveal its name) will supply approx. 3,600 press sales outlets in Cologne, Wuppertal, Remscheid, Solingen, Velbert, the Rhine-Erft region, the Rheinisch-Bergisch district, the Bergisches Land with the Oberbergisch district and a large part of the Mettmann district with 162 million distributed copies and 67 million unsold copy returns annually. Over 2.6 million people live in this district in around 1.3 million households. +++

### **„BahnhofCity Wien West“ eröffnet**



+++The new “BahnhofCity Wien West” shopping centre opened on 23<sup>rd</sup> November after a three and a half year construction period. The new shopping centre, situated at the West Railway Station in Vienna, houses approximately 90 shops, restaurants and service centres. The complex boasts a sales area of approx. 17,000 m<sup>2</sup> on three storeys. The railway station newsagent sector is represented by “Press & More”, run under the label of the Austrian market leader Schmelzer-Bettenhausen. The Swiss company Valora will be taking over this traditional Austrian company as of 1st January. Thalia Retail Bookstore has also moved into BahnhofCity Wien West. The centre received the DIVA Award on 9th November. This prize has been awarded every year since 2002 for special services in the office and building domain. +++

### **Falter sells railway station newsagent outlets to Valora Retail**



+++ The German railway station bookstore trade is about to experience another clear step towards concentration: Effective 1st January, the market leader Valora Retail Germany will take over all twelve branches of the traditional Falter Books and Press Newsagents in North Rhine-Westphalia and in so doing, will gain some of the prime cuts on the railway station bookstore scene: Falter runs stores at highly frequented locations, such as Bochum (two stores), Aachen and Münster (two stores) with further branches in Düren, Euskirchen, Krefeld, Mönchengladbach, Rheydt, Siegburg and Solingen. The take-over is subject to the approval of the Cartel Office. The purchase means that

December 2011

Valora Retail will increase its presence in NRW to 37 branches at 30 railway stations. +++

## PUBLISHERS

### FINANCIAL TIMES: For the first time, distribution is more important than advertisements



+++ This year, for the first time in its history, the international financial newspaper The FINANCIAL TIMES registered more income from distribution than from the advertisement business. John Ridding told Reuters that the reason for this is the increasing income from the digital business, which now makes up 30% of the total proceeds. FT.com focuses

on a pay website, where readers have to register when first using. Digital subscribers are the biggest growth force. The FT has a web-based App since June, which means that it is no longer dependent on Apple's infrastructure. The FT announced its one millionth Web App user in November. +++

### Mass mortality of British free papers



+++ Eight free British papers have been discontinued in two weeks due to a slump on the advertisement market. Northcliffe Media have published the last issue of their free weekly paper "Bridgwater and Burnham Times" in Somerset. Trinity Mirror has ended the era of "Darlington and South Durham Herald and Post". Experts are expecting more discontinuations over

the next few weeks, since the advertisement market is showing no sign of improvement. +++

### Gruner + Jahr to launch "Vogue" in The Netherlands



+++ Gruner + Jahr are to launch a Dutch edition of "Vogue" onto the market. The fashion magazine published by G+J Uitgevers under

**December 2011**

licence from Condé Nast, will be available at newsstands in The Netherlands for the first time in the spring of 2012. Karin Swerink, who to date manages the Dutch “Glamour”, will be chief editor of the Dutch edition of “Vogue”. Sabine Geurten will assume the post of chief editor of “Glamour”. Geurten is one of the leading stylists in The Netherlands and has worked for Marie Claire and Grazia to name a few. Since 2010 she has also been teaching fashion styling at the Artemis Academy. +++

## E-MEDIA

### “The Atlantic“ registers successful digital business



+++The American political and cultural magazine “The Atlantic“ has reported higher advertising proceeds from the digital business than the print business for the first time ever. Although this traditional paper established in 1862 did not announce any concrete figures, it did reveal that advertising proceeds from the digital business (website und Apps) made up 51% of the total advertising proceeds of the company. According to the New York Times, the publisher achieved a total advertising income of Dollars 18.6 million in 2011. +++

Sources: dnv-online 23.11.11, 26.11.2011, 28.11.2011, kontakter.de 28.11.2011, horizont.net 10.11.2011, 3.11.2011 kress 18.11.2011, 10.11.2011. FAZ 4.11.2011, w&v 17.11.2011

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