



Edipresse purchases Senger Media Ag

Date : January 18 2001
Emetteur : Edipresse Switzerland

The Swiss-French publisher Edipresse has decided to take over the Zürich-based advertising agency Senger Media AG, which has three Edipresse titles, Femina, BILAN, and Animaparc among its major clients.

Senger Media AG is a long-established advertising agency which belongs 60% to the De Senger family and 40% to the French company Havas. The current De Senger family generation have decided to break with tradition and look to new activities elsewhere.

Edipresse will retain Senger Media AG's core activities and channel its efforts towards promotion and sale of advertising space in Edipresse magazines.

The new entity, which is based in Zürich and Lausanne, aims to distinguish itself through efficient and competent customer service. In this way, Edipresse intends to strengthen its position in the Swiss-German market. The Zürich office will not only act as advertising agent for the group's magazines, but will also be the contact point for Swiss-German customers of Edipresse Online and Edipresse Imprimeries (print facilities).

The agency will be managed by Marcel Siegenthaler, who is taking on this role in addition to his duties as Edipresse's editorial representative in German Switzerland.

There is no change in advertising arrangements for Edipresse's daily newspaper titles. This business continues to be handled by Publicitas, whose agency contract is currently being renewed.

Contact us

For

http://www.edipresse.com/en/layout/set/print/presse/communiqués_de_presse/2001/edipresse_reprend_senger_media_ag

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Date et heure de publication : 2001.01.18 0:00