

## Press release

# BCN Continues Growth Course and Expands Its Client Business

## New clients provide access to Chinese and Scandinavian target groups

Burda Community Network (BCN), leading European magazine marketer, continues growth course and expands its client business. “In the context of an advertising market which is becoming more and more consolidated, the client business represents an important strategic cornerstone for us”, BCN Managing Director Andreas Schilling explains. “Our client business is already generating a turnover share in the double-digit percentage range and we intend to significantly increase this share”.

At the moment our client business portfolio encompasses for example the WAZ Magazines, SKY Germany, the Indian Hindustan Times and the French Group Lagardère. BCN further develops its client business by winning new clients: BCN takes over the media sales mandate for the Chinese daily newspaper **Epoch Times** (print and online) and for the Chinese luxury, fashion and lifestyle magazine **Shang**, which is currently being published exclusively in the US. Epoch Times is the major independent Chinese daily newspaper outside China. With Shang Magazine BCN provides access to the increasingly attractive target group of Chinese tourists in the US – also a coveted target group for the European luxury goods industry as customers with an especially strong buying potential. BCN opens for its customers the Scandinavian market via the portfolio of the Danish publishing house **Malling Publications** and its high-quality titles in the lifestyle and women magazines segment as well as in the special interest segment.

BCN pushes its media sales business in four directions marketing national clients on the domestic market, national clients on the international market, international clients on the national markets and international clients on the international market. Teams structured according to branches create advertising concepts for all four directions. BCN has its own international sales offices in the USA, UK, France, Italy, Austria and Switzerland and a sales network covering 16 countries.

Andreas Schilling says: “BCN continues its growth course. In close cooperation with Burda International we will further expand our sales activities in strategic international markets. Our organization is optimally structured to support this growth. We see great potential especially in the fashion and luxury goods

Burda Gesellschaft mit beschränkter Haftung

Sitz: Offenburg

Handelsregister: Amtsgericht Freiburg i.Br. – HRB 470356

Geschäftsführer:

Holger Eckstein • Dr. Paul-Bernhard Kallen (Vorsitzender) • Prof. Dr. Robert Schweizer (assoziiert) • Philipp Welte • Stefan Winners

## HUBERT BURDA MEDIA – CORPORATE COMMUNICATIONS

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markets. However, the branches travel/tourism, leisure and living or health, also offer good prospects.”

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### **Note for editors**

Burda Community Network (BCN) is the central advertising sales unit of Hubert Burda Media and the interface between the brand worlds of the advertising industry and the media world of Burda as well as the BCN client business. BCN's innovative organisational structure has three interfaces: to customers, to media agencies and to the media. Thus individual advertising concepts can be provided in a fast, efficient and creative way. BCN generates a turnover of more than Euro 670\* million ( \*including WAZ) and holds a market share of 18.5\* per cent. BCN is thus the leading magazines marketer on the European market.

### **Weitere Informationen**

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