

BCN ASSUMES MARKETING FOR HEARST MAGAZINES INTERNATIONAL IN GERMANY

Strong tailwind for the international business of BCN (Burda Community Network): The central advertising marketer of Hubert Burda Media gained Hearst Magazines International as a new client. BCN is now responsible for the print and online marketing of the global Hearst magazine portfolio in Germany - which includes, among others, the international brands *Harper's BAZAAR*, *Esquire*, *Cosmopolitan*, *Marie Claire* and *Town & Country*. On behalf of Hearst Magazines International, the cooperation runs operationally between BCN and Hearst Advertising Worldwide Italy (HAW SRL).

BCN chief executive officer Andreas Schilling: "For us, the international client business is a key strategic pillar for growth in a consolidating market. With Hearst and its highly attractive media brands we open the door to german advertisers to millions of demanding consumers around the world, especially in the fashion, lifestyle and luxury goods segment. This expansion of our already existing strategic partnership with HAW Italy in the marketing of our media portfolio in Italy confirms our position as a cross-media and internationally scalable marketing organization."

As an international sales network BCN realizes promotional offers for national and international clients. In addition, BCN owns sales offices in the United States, Britain, France, Austria and Switzerland, and has a network that extends over 20 countries. The international client portfolio includes, for example, the french Groupe Lagardère, the spanish Grupo Zeta, the indian Hindustan Times, the japanese media company Nikkei Inc, the danish media group Aller Media, the british Evening Standard and Sky Germany.

ABOUT BCN

BCN (Burda Community Network GmbH) is an international sales network. As the central advertising marketer of the media group Hubert Burda Media BCN combines the brand worlds of business enterprises with the theme worlds of Hubert Burda Media and external clients. The innovative organizational structure of BCN consists of three market interfaces: advertising companies, media agencies and media. These media-and technology-spanning communication solutions are fast, efficient and creative. With its national marketing portfolio BCN achieves a 19 percent share of the advertising market and a turnover of approximately 511 million euros (Source: Nielsen Media Research, 2013). This makes BCN a leader among european media marketers.

ABOUT HEARST MAGAZINES INTERNATIONAL

As the largest U.S. publisher of magazines worldwide, Hearst Magazines International, a unit of Hearst Corporation, encompasses 285 magazines and 200 websites in 34 languages



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and 81 countries. Major titles include powerful brand equities like *Cosmopolitan*, *Esquire*, *Good Housekeeping*, *Harper's BAZAAR*, *Popular Mechanics*, and *Seventeen*. In addition, Hearst Magazines International publishes other titles through joint ventures, including *Men's Health* and *Runner's World* in the U.K. and *The Robb Report* in Russia and China. Hearst Magazines has wholly-owned subsidiaries in China, Italy, Japan, the Netherlands, Spain, Taiwan and the UK. Hearst Magazines publishes 21 titles in the U.S.
www.hearst.com/magazines

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