



## **ASSOCIATED NORTHCLIFFE DIGITAL SIGNS DEAL WITH TOMORROW FOCUS AG TO BECOME LEAD UK PARTNER FOR PAN-EUROPEAN ADVERTISING NETWORK**

Associated Northcliffe Digital (AN Digital) today 23th July 2007 announces a new partnership with TOMORROW FOCUS AG, one of the largest online sales houses in Germany which brings together marketing leading web publishers across Europe to offer advertisers a single premium online network.

This deal makes the digital publisher the first in the UK to join the European Marketing Network which will operate under the name PREMIUM PUBLISHERS ONLINE (PPO), and will enable the participating publishers to operate a network similar to established international networks such as AOL, MSN and Yahoo!.

PPO (<http://www.premium-publishers.eu>) will start operating from Munich, Hamburg and London with 6 partners and coverage of 40.2m unique users in 8 European countries; Associated Northcliffe Digital (UK), Tomorrow Focus (Germany, Austria, Switzerland), 01net and 01men (France), El Mundo (Spain), Telegraaf Media Groep (the Netherlands), Agora Group and Gazeta (Poland). The sales office will operate from London and the network is expected to expand to ten partners by the end of the year.

Gary Pöpl, Director Sales International of TOMORROW FOCUS AG, commented: "Setting up the PREMIUM PUBLISHERS ONLINE network is in response to increasing demand from international media agencies for convenient one-stop Internet advertising shopping. Well over 10% of our sales revenue came from international campaigns and the market for pan-European campaigns is growing very fast. By working with market leaders in each country the consortium will offer global advertisers a diverse array of premium editorial sites, joined up campaigns and a tailored solution in each market, all with the convenience of booking and handling at one source."

TOMORROW FOCUS estimates the market volume for pan-European bookings this year at approximately EUR 130 million net.

Martin Corke, Director AND Ad Network added: "The online advertising arena continues to go from strength to strength with predictions estimating the market to become worth £4.5 billion by 2011.\* Strategically the set up of the network comes at a very good time for us as we already run



campaigns for a number of global brands across our network of newspaper companion sites including DailyMail.co.uk, Metro.co.uk and ThisisLondon. By becoming part of a bigger European network we will be able to ensure that the quality advertising we offer can be replicated across the other participating markets and our premium brands will be seen more and more by European decision makers.”

The UK will act as the lead market and a sales team of two will operate from London with additional support from TOMMOROW FOCUS AG backoffice and the sales team from each of the six publishers.

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\* Source: BRMB Internet Monitor Feb 07, Forrester UKIUM Nov 06, NRS Oct06-Mar07

**About Associated Northcliffe Digital:**

1. Associated Northcliffe Digital (AN Digital) won the publisher of the year (consumer) 2006 award at the AOP online publishing awards on 4 October 2006.
2. AN Digital incorporates the digital assets of Associated Newspapers Ltd. (ANL) and Northcliffe Newspapers which are owned by the Daily Mail and General Trust (DMGT) and the result of the merger of Associated New Ventures (ANV), Associated New Media (ANM) and Northcliffe Electronic Publishing (NEP) on 1 May 2006.
3. The resulting portfolio of more than 100 sites incorporates national and regional newspaper sites, digital magazines, classified sites and stand-alone services which reach 26% of the UK online population with more than 7 million unique users every month. Advertisers have access to a wide and varied audience including property seekers, jobseekers, holidaymakers, car buyers and online daters, through high traffic sites such as the Dailymail.co.uk, ThisisLondon.co.uk, SimplySwitch.com, FindaProperty.com, Jobsite.co.uk and LoopyLove.com as well as the “*thisis*” network of 30 highly targeted regional news and information sites.
4. AN Digital works closely with the newspaper divisions to extend its services online and through other digital channels. By utilising its combined experience and expertise to develop creative tools for new acquisitions and business partners, AN Digital continues to maximise ROI for its advertisers.

**About TOMORROW FOCUS AG**

TOMORROW FOCUS AG (SIC 532 549), Munich, is one of Germany's leading media providers for Internet and print products. The company publishes sophisticated information and entertainment offerings for end customers, develops and operates dependable, forward-looking system, content and communications solutions for companies with various communications challenges and markets attractive target groups with extensive coverage and cross-media platforms to cooperation partners. With over 1.2 billion page impressions per month, TOMORROW FOCUS AG is among Germany's largest online marketers (according to IVW 10/2006). The major shareholder of this listed stock corporation is the media company Hubert Burda Media.



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