

Prinovis wins new contract: 'Plus' and 'CanalSat'

The French market sales team and the Customer Services staff at Itzehoe, Dresden and Nuremberg have succeeded in winning the bid for the French subscriber magazines "Plus" and "CanalSat", which are published by G+J's French subsidiary Prisma Presse. The magazines are published monthly in a print run of up to eight million copies and with an average 40 pages ("Plus") and 52 pages (CanalSat). Prisma Presse was awarded the contract to produce the magazines for the pay-TV channel Canal+ in January of this year.

Prisma Presse is entering a new field of business with this contract and has founded a new company division to service it: Prisma Corporate Media. The new venture operates as a wholly-owned subsidiary of Prisma Presse.

Prinovis will print the magazines "Plus" and "CanalSat" for Prisma Presse at the Dresden, Itzehoe and Nuremberg sites starting with the March issues.

The contract allows for production of the cover, text sections of the magazines, as well as saddle stitching.

Jürgen Freier, President Sales, said: "We are pleased that our France team has won the confidence of this important new customer. It goes to show that we can meet the demanding deadline requirements of French publishers even with productions at our German sites."

Prisma Presse and Prinovis have a long history of working together. Prinovis already produces the following magazines for the French publishing house:

- The weekly "Télé Loisirs" in Nuremberg,
- The weekly women's magazine "Femme Actuelle" in Dresden,
- The monthly women's magazine "Prima" in two sizes (regular magazine and pocket-format) in Itzehoe,
- The monthly titles "Ça m'intéresse", "Guide Cuisine" and "Cuisine Actuelle" in Itzehoe
- Special editions of "Cuisine Actuelle" in Dresden.

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