

Press Release

The magazine publisher Medienart is taking over Annabelle magazine from Tamedia

Effective 1 October 2019 Tamedia is turning over the women's magazine Annabelle to Medienart, a young magazine publishing company.

Aarau and Zurich, 25 September 2019 – As of 1 October 2019, Annabelle magazine will be published by the Aarau-based publishing company Medienart. All of the staff will be taken over by the new publisher. For the time being, the employees will continue to work out of their offices at Tamedia's headquarters. As previously planned, Jacqueline Krause-Blouin, who has accepted the position of Interim Editor-in-Chief in July, will head the magazine until the end of this year. Tamedia Advertising (Goldbach Publishing, effective 1.1.2020) continues to be responsible for the advertising sales of the magazine on a contractual basis. The parties have agreed not to disclose the sales price.

Medienart is based in Aarau and is directed by its owners Valentin Kälin, Brigit Langhart and Jürg Rykart. Medienart was established in 2016 to take over the cooking magazine Le Menu with a readership of 288,000 (Wemf Mach-Basic 2019-12). Going forward, this title will also be marketed by Goldbach Publishing. Medienart's portfolio further includes a variety of professional publications, such as Phase 5, Domotech, eTrends and Technik und Wissen. The publishing company has announced to continue Annabelle's unique mix consisting of in-depth reports, background information and lifestyle issues.

Pietro Supino, Publisher and Chairman of the Board of Directors of Tamedia: "We are pleased to have found an ideal buyer for Annabelle with Medienart."

Jürg Rykart, Chairman of the Board of Directors of Medienart: "On the one hand, our start-up mentality is made to provide Annabelle with the necessary spirit for a great future and on the other hand, our experience in the magazine market will ensure the sustainable development of this brand. We look forward to tackling this challenge together with the seasoned editorial team."

With respect to paid media, Tamedia is planning to concentrate on the core business in the future, i.e. publications primarily financed by subscription revenue. In line with this,

the intent to sell Annabelle, which heavily depends on the advertising market, was announced in July 2019.

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About Annabelle

Annabelle was established in 1938 as Switzerland's first women's magazine and is published by the Tamedia media group. The magazine appears 18 times per year and offers additional digital content. Further information regarding coverage, readership and circulation is available under Media Data at www.tamedia.ch.
www.annabelle.ch

About Medienart

Medienart AG is a young, owner-operated enterprise, committed to various food, lifestyle and professional media, with Le Menu, the largest independent cooking magazine in Switzerland, BonApp!, French-speaking Switzerland's most popular TV cooking show on RTS, and a number of professional publications in the heating, ventilation, climate, sanitary, and electrical industries, such as Phase 5, DOMOTECH, eTrends and Technik und Wissen in the mechanical engineering, electrical engineering and metal-working industries.
www.medienart.ch