

## Press information

### **ALEGE TV – the first common project of European Media Invest and Media Sud Europa**

**Bucharest, xy. 2008.** *ALEGE TV* is the first common project of *European Media Invest* and *Media Sud Europa*. Directly two weeks after announcing the strategic partnership between *European Media Invest* and *Media Sud Europa*, the new television magazine *ALEGE TV* has appeared on the Rumanian magazine market.

*ALEGE TV* is a TV supplement attached to the following regional daily newspapers: *Gazeta de Sud, Monitorul de Alba, Monitorul de Cluj, Monitorul de Medias, Monitorul de Sibiu, Obiectiv – Editie de Vaslui, Viata Libera Galati, Ziarul de Braila* and *Ziarul de Iasi*. At the moment the TV magazine appears on Fridays with a circulation of 80,000. It has a volume of 24 pages in 4C with a DINA4 format.

From the first edition, *ALEGE TV* is counted by *BRAT* (the Rumanian association for media circulation). In the near future, *ALEGE TV* will be subject to the *BRAT* criteria and standards and therefore will profit from the tests made by *SNA Focus* (national readership study).

Ana-Rita Da`Ros, the Project Manager, stated: "The short term objective is the quick establishment of *ALEGE TV*. The TV supplement shall be distributed with a circulation of 100,000 by the end of the year. This increase is achieved by the growth in editions of the above mentioned regional daily newspapers as well as the enclosure of the television magazine in other publications. In the long-term, *ALEGE TV* shall develop into the most popular and most widely distributed television magazine in Rumania".

*ALEGE TV* is the result of the cooperation between *European Media Invest* and *Gazeta de Sud* and is printed by *Tipografia de Sud*. Marketing of the advertising spaces is made by the team at *ARBOmedia Rumania*.

# ARBOmedia AG

## Press information

Stefan Voinea, the person responsible for the project at the editorial office, added: "We want to offer the readers of *ALEGE TV* a new product containing interesting information and TV tips. The editorial offices of *Gazeta de Sud* and the press agency *Clicknews* ensure the high standard of the editorial content. In future the magazine volume is to be increased to 32 pages, in doing this *ALEGE TV* will offer even more information and entertainment".

### About ARBOmedia:

ARBOmedia AG is the largest independent marketing agency in Europe. The client portfolio for the core business – in the field of marketing of electronic media – currently encompasses more than 600 websites, 33 TV networks and 12 radio stations. In addition to this there are 60 magazines and an increasing number of out-of-home media. The wide range of media portfolio makes ARBOmedia experts in the sector of media convergence and cross-media solutions. As an independent marketing agency, the company is the market leader in strong growth countries situated in central and southern Europe.

The shares for ARBOmedia AG are listed in the Prime Standard of the German Stock Exchange.

### For further information please contact:

ARBOmedia AG  
Bettina Godorr  
+49 (0) 89 – 38 35 6 – 422  
[bettina.godorr@arbomedia.de](mailto:bettina.godorr@arbomedia.de)

Kafka Kommunikation GmbH & Co KG  
Janina Rogge  
+49 (0) 89 – 76 75 94 34  
[jrogge@kafka-kommunikation.de](mailto:jrogge@kafka-kommunikation.de)