

***Apotheken Umschau: Digital marketing assignment for Ströer
Strong partnership for the implementation of the cross-media
strategy in the digital world***

(Baierbrunn, 28. January 2021) With Ströer as the new digital marketer of its portals, Wort & Bild Verlag has brought a new, strong partner on board. The leading German digital marketer will be on the health portals for display advertising, moving image campaigns, native advertising and cooperation from January on and responsible for apotheken-umschau.de, diabetes-ratgeber.net, senioren-ratgeber.de, baby-und-familie.de and digital-ratgeber.de. This step is a further building block in the implementation of the cross-media strategy of Wort & Bild Verlag, in which the digital plays an essential role in strengthening and expanding the media brands.

"After a long selection process, we made a conscious decision in favor of the Ströer company because it brings in the reach and effectiveness that we strive for in our digital marketing," says Marco Bergmann, Head of Media Management at Wort & Bild. *"We have a common goal in mind: the development of innovative communication solutions and effective advertising services in order to reach a qualified target group."*

Due to the excellent cross-media market access, the many years of expertise in cooperation with large publishing houses and, last but not least, its unique technological competence in the digital sector, Ströer is ideally positioned for the co-marketing of Wort & Bild Verlag. In addition to customers from the health and pharmaceuticals sectors, Ströer's digital marketing also focuses on industries such as automotive, consumer electronics, services, finance, personal needs, telecommunications and tourism.

Christopher Kaiser, CEO of Ströer Digital: *"Especially in stormy times, we see that the value of reliable partnerships is clearly increasing again. We are therefore very pleased, to be able to market the clear number 1 and the central lighthouse in the pharmaceutical and health sector with Wort & Bild Verlag and to consistently expand our digital portfolio. In addition to co-marketing in the digital sector, we see strong synergy potential, especially in joint cross-media products and concepts for our customers. "*

The health portal [apotheeken-umschau.de](https://www.apotheeken-umschau.de) provides its readers in addition to the print magazine *Apotheken Umschau*, Germany's most widely read health magazine with 18.71 million readers per month (AWA 2020), with well-founded health information. The editorial team shows smart ways to live healthier, informs about all important topics around health, gives valuable advice, imparts current medical knowledge in a serious, technically competent and generally understandable way. With 8.6 million unique users per month (AGOF 12/2020) and 20.3 million monthly visits (IVW 12/2020) [apotheeken-umschau.de](https://www.apotheeken-umschau.de) to Germany's most popular and largest health portals.

About Ströer

Ströer is a leading German out-of-home advertiser and offers advertising customers individualized, complete fully integrated solutions along the entire marketing and sales value chain. With the "OOH plus" strategy, Ströer is relying on the strengths of the OOH business, supported by the accompanying business areas Digital OOH & Content and Direct Media. With this combination, the company is able to continuously expand its relevance with customers and, thanks to strong market shares and long-term contracts on the German market, it has an excellent basis for being able to benefit disproportionately from market growth in the years to come.

The Ströer Group markets and operates several thousand websites, primarily in German-speaking countries, and operates around 300,000 advertising media in the "Out of Home" area. The portfolio includes all media that are used outside the home - from classic poster media to exclusive advertising rights at train stations to digital out-of-home media. The areas of Digital OOH & Content and Direct Media borders the core business. With dialogue marketing, Ströer offers its customers complete solutions on a performance basis - from location- or content-based reach and interaction across the entire spectrum of dialogue marketing to transactions. In addition, the media house publishes premium content in digital publishing across all digital channels and offers one of Germany's largest networks with offers such as [t-online.de](https://www.t-online.de) and special-interest portals.

The company employs around 10,000 people at around 100 locations. In the 2019 financial year, Ströer generated sales of 1.6 billion euros. Ströer SE & Co. KGaA is listed in the MDAX of the German stock exchange.

Find more information about the company at www.stroeer.com.

About Wort & Bild Verlag

Wort & Bild Verlag, based in Baierbrunn near Munich, is the leading provider of health media in Germany. The brands stand for high editorial quality, serious and independent journalism and great popularity among readers and users. As a partner of the pharmacy, the high health benefit for the readers and the expert advice in the pharmacy are always in the foreground.

The following magazines appear in Wort & Bild Verlag: Apotheken Umschau, Baby und Familie, Diabetes Ratgeber, Senior Ratgeber, Ärztlicher Ratgeber, medizini, the HausArzt-PatientMagazin and the Digital Ratgeber. With around 30 million readers and users per month, the publisher reaches around 55 million contacts on all channels in Germany. There has been a current podcast on the subject of Corona since the Corona crisis (www.gesundheit-hoeren.de) and engaging video formats explaining important health issues. The series of books contains advice on health and nutrition topics.

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