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dmexco wins over international business media as partners large-scale

Further top-class business and trade publications from home and abroad have become partners of the leading international expo and conference for digital business.

The dmexco is presenting eight further renowned business and trade publications from home and abroad as their new media partners: Bloomberg TV, Bloomberg Businessweek, CNN, Wallstreet Journal Europe, ZEIT Online, EDIFORUM SRL, ADVexpress and Marketing & Kommunikation. In this function they will support the dmexco in further establishing the international and macroeconomic significance of digital marketing. Individual marketing campaigns to win theme-related contents through the active involvement of the dmexco visitors, holistic coverage of news, themes and trends from the entire marketing, advertising and media scene as well as the on-site presence of the media partners at this year's dmexco, which is being staged in Cologne on September 21st and 22nd, are several aspects of the multifaceted cooperation. A concise overview of all media partners of the dmexco can be found at www.dmexco.de/en/1020/~/Partner.html.

Christian Muche, Director Business Development, Strategy & International dmexco: "In addition to the close cooperation with leading trade media from home and abroad, the huge success of the dmexco and the digital business is additionally being reflected by the considerable increase in the interest of the international business media. With the aid of our eight new partners we will in terms of communication be able to convey all of the market's



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www.dmexco.com



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Associated Federation



macroeconomic trends and innovations more accurately in future and thus further strengthen the high significance of the dmexco as the leading international expo and conference for the digital business.”

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All further information on the dmexco 2011 (September 21 & 22, in Cologne) and UBERCLOUD (www.ubercloud.de, September 20, in Cologne) as well as photos, videos and statements on the dmexco 2010 are posted at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco> and www.youtube.com/dmexcovideo.