

## Süddeutsche Zeitung puts its trust in ppi Media's AdX Print App

ppi Media's native app displays advertising bookings

**In which edition of the daily newspaper has my customer's advertisement been placed? Which page is it on and is there any additional ad space available? In the future, the Süddeutsche Zeitung will have all this information and more at their fingertips because as of now they are running ppi Media's AdX Print App, which enables them to use their iPads to quickly overview their current bookings.**

**Hamburg, February 16, 2015.** The Süddeutsche Zeitung is one of Germany's largest and most widely read daily newspapers. It is not only well liked by its readers, but also by its advertisers who use its large print run as a platform to reach their target markets. Thanks to ppi Media's AdX Print App, the Süddeutsche Zeitung's division and department heads never lose sight of an ad, and this despite numerous ad placements. This ppi Media app displays the current booking state regardless of publication date and sales zone and it shows precisely where and in which publication a specific ad has been placed and whether there is additional advertising space available. An iPad displays this comprehensive data, thus providing its user with ease and comfort.

### Integration into the planning solution

ppi Media's AdX Print App works hand in hand with PlanPag, ppi Media's solution for print product planning. This native app also provides complete information on scheduled pages and waiting lists. As such, the Süddeutsche Zeitung has implemented the next step in transparency and efficiency: "When the division heads in advertising are out of the office, they can still always be up-to-date on ad placements and need no longer rely on the availability of their colleagues in newspaper planning. Being able to visualize production in its totality is much more effective than having to call and ask about placement," reports an enthusiastic Thomas Jarisch, Head of Production / IT at the Süddeutsche Zeitung.

### Süddeutsche Zeitung and ppi Media: a strong team

For almost 15 years the Süddeutsche Zeitung has placed its trust in ppi Media's workflow solutions. In addition to PlanPag and the AdX Print App, the Munich-based media company also uses ppi Media's Output Management (OM), AdPag to paginate ad pages, ProPag to assemble pages and ppi InkReduction to optimize and economize ink usage.

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