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## Presseinformation / Press Release

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Press preview for WAN-IFRA World Publishing Expo 2013, Berlin

Valecom AG, Hinwil (Switzerland), Stand 1.2.220

## Exclusive advertising on the front page

Valecom AG is a specialist in the development and publication of special advertising formats for the front page of print media. With MemoStick®, MemoScent®, MemoCare™ and Clip&Hit®, Valecom is making a number of options available to advertisers and publishers for the prominent and exclusive promotion of products and coupons.

Hundreds of campaigns each year on numerous newspaper titles throughout the world testify to the appeal of MemoStick®. The advertising format is becoming increasingly popular with advertisers and publishers. Thanks to MemoStick®, advertisers are achieving above-average response rates, while the advertising formats present publishers with additional revenue opportunities. To reach target audiences directly, MemoScent® and MemoCare™ now allow perfume and other cosmetic and personal care product samples to be carried on the front page of newspapers.

Valecom AG offers a full package of services for these advertising formats. It extends from support in attracting advertisers to comprehensive campaign advice and the training of publishers' sales and marketing teams. In addition, linked into the network of the WRH Marketing AG global sales organization, Valecom AG ensures complete fulfilment – from the development of special advertising formats through the punctual procurement of materials to technical realization at individual locations at home and abroad.

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((Bildlegende))



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Thanks to MemoScent®, perfume manufactures can reach their target audiences directly by means of real perfume samples on the front page of the newspaper.

**Please send proof copies to:**

Valecom AG, Industriestrasse 1, CH-8340 Hinwil