



September 2014

# HIMEDIA SPAIN AND *LA RAZÓN* NEWSPAPER SIGN A DIGITAL ADVERTISING REPRESENTATION AGREEMENT

**With this new partnership, HiMedia expands its digital offer targeting the upper-middle class audience.**

**Paris, 29 September 2014, 7:30 AM:** HiMedia, leading European advertising network, announces a partnership with *La Razón* newspaper in Spain with two of its divisions: **Mobvious**, the mobile sales house of HiMedia, and **Magic**, the business division dedicated to special operations and brand content.

***La Razón***, Spanish newspaper owned by **Grupo Planeta**, reaches over 1,361,000 multiplatform unique visitors, according to comScore's data in August 2014. It expands the qualitative audience of **Mobvious'** News channel, along with brands like *Europa Press*, *Eldiario.es*, *Editorial Prensa Ibérica*, *20Minutos* among others.

This agreement gives HiMedia the opportunity to strengthen its division dedicated to special operations. Thanks to its team of experts, **Magic** will be able to offer creative and tailored solutions that best suit its clients' needs.

About this collaboration, **Gonzalo Figares, HiMedia's Country Manager in Spain**, says "The quality, the brands and the diversity of the audience we bring to our market cannot be found anywhere else. *La Razón* allows us to build upon these achievements and enhances our very attractive mobile business audience. Moreover, this agreement allows us to offer our advertisers more innovative, tailored solutions in an increasingly challenging advertising environment. "

For his part, **Javier Pérez, La Razón's Advertising Manager** adds that "The leadership of HiMedia's Mobvious team on monetizing mobile inventories, combined with proactive and expertise of its team dedicated to special operations were key to sign the trade agreement."

**About La Razón :**

La Razón (in English for "Reason") is a daily newspaper based in Madrid, Spain. It has the sixth-highest circulation among general-interest Spanish dailies, and the fourth-highest among those based in Madrid. The newspaper has satellite news offices, and local editions, in Barcelona, Murcia, Seville, Valencia and Valladolid.

The paper was founded in 1998 by Luis Maria Ansón. It is owned by Grupo Planeta. The newspaper's editorial stances are primarily economically liberal and socially conservative.

**About HiMedia :**

Pioneer in its field, HiMedia is the leading European advertising network. The company offers its clients a wide range of advertising solutions to leverage and optimize their digital strategy. It relies on dedicated teams in four areas of expertise:

- Real time marketplace, Adexchange.com.
- Mobile advertising, Mobvious.
- Online video advertising, Fullscreen.
- Creative solutions and brand content, Magic.

HiMedia is a company of HiMedia Group. The Group acts as a global partner supporting its clients in their online strategy optimization operating in two business areas, digital advertising - HiMedia - and online payment - HiPay. The Group employs approximately 420 people worldwide and generated sales of €185 million in 2013. Independent since its creation, the company is listed on the Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable indices and CAC PME. Code ISIN: FR 0000075988 / Mnémo: HIM.

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