



## **Bonnier Corporation Selects ProCirc Retail Solutions Group for Single Copy Management**

New York, NY/Miami, FL (October 18, 2013) – ProCirc Retail Solutions Group, the leading consumer magazine outsourcing company for newsstand sales, has recently signed an agreement with Bonnier Corporation to manage its North American single copy sales.

Bonnier's titles join ProCirc's growing portfolio which includes Athlon Sports, *Outside*, *New York* magazine, General Media's *Penthouse* properties, and F+W Media among many other multi-title and independent publishers. Bonnier is the publisher of 32 titles including *Field & Stream*, *Outdoor Life*, *Popular Science*, *Saveur*, and *Working Mother*, plus additional SIPs representing approximately \$18M in annual retail revenue.

"We are proud to welcome Bonnier Corporation and their successful suite of titles as publishing partners, and look forward to working hand-in-hand with them to further enhance their brands' audience growth and profitability," said ProCirc Retail Solutions Group President Scott Hilll. "We believe their choice of ProCirc validates our continued investment in staffing and infrastructure designed to accomplish our corporate mission of being a key partner in today's challenging and rapidly changing magazine publishing environment."

"ProCirc is a perfect fit for us because we require more than a newsstand consultant; we need a true outsourcing solution with a track record of efficiency and the ability to increase performance in newsstand sales. After a thorough selection process, we concluded that ProCirc was the ideal partner as they combine senior level leadership with accurate and timely analysis and operations." said Bruce Miller, VP Consumer Marketing for Bonnier Corporation. "As our retail business evolves we need to be sure we have a nimble, flexible – and effective – strategy in place. ."

ProCirc assumes responsibility for the retail sales and distribution for all North American Bonnier titles immediately. In addition to working with distributors and wholesalers, ProCirc will be fully engaged working with Bonnier's edit and design teams.

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About ProCirc Founded in 1993, ProCirc is the nation's leading, full-service circulation/audience development outsourcing company, providing strategic, analytical and operational support to media companies of all sizes. Media clients (currently spanning more than 150 brands with combined print circulation of nearly 30 million) rely on ProCirc's experienced team of professionals to optimize their individual marketplace and audience building opportunities while realizing significant cost efficiencies and marketing advantages through ProCirc's infrastructure, scale and industry partnerships. ProCirc is located in Miami, Tampa and New York and is a division of DJG Marketing, LLC, which also includes DJG Marketing Services (integrated marketing/research services) and WRSS (public place distribution specialists).

**For further information, contact: Scott Hill at (646)-307-7787 or Cary Zel at (305) 441-7155.**

About Bonnier Corporation Bonnier Corp. ([www.bonniercorp.com](http://www.bonniercorp.com)) is one of the largest consumer-publishing groups in the U.S. and is the leading media company serving passionate, highly engaged audiences, through magazines, events, digital media and leading-edge products. Bonnier has offices in New York and Winter Park, FL. Bonnier Corp. is the U.S. division of the Sweden-based Bonnier Group ([www.bonnier.com](http://www.bonnier.com)), an international media group active in television, newspapers, magazines, movies, books and digital media.