



A portfolio of customized products for targeted mass audiences



rtv media group

Sandra Grundner & Tanja Pfisterer-Lang

European Rotogravure Association – Annual Meeting 2020

October, 6th 2020

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Agenda

Introduction Mrs. Sandra Grundner & Mrs. Tanja Pfisterer-Lang

rtv media group and its product portfolio

Successful business transformation in view of changing market dynamics

Future Challenges

Introduction – Sandra Grundner



Sandra Grundner **Chief Revenue Officer & Chief Marketing Officer, rtv media group**

1993 – 2002

Degree (Diplom) at the Fernuniversität Hagen

1991 – 2009

Various Positions including at the Management of
Advertisement Sales, Süddeutsche Zeitung

2009 – 2012

General Manager, Axel Springer

2012 – today

Various Positions, currently CRO/CMO as well as
member of the management team, rtv media group

Introduction – Tanja Pfisterer-Lang



Tanja Pfisterer-Lang Chief Sales Officer, rtv media group

2001 – 2005	Degree (Diplom) at the University of Applied Sciences Mainz
1994 – 1998	Advertisement Sales, Hoppenstedt
1998 – 2014	Various positions including Deputy Head of Advertising and Head of Key Account Management, Springer Nature
2015 – 2016	Project Manager Business Development, Publishing House Versicherungswirtschaft
2016 – 2019	Sales Manager Media Sales, Heilbronner Stimme
2009 – today	CEO, Pfisterer-Lang Beratung (Coaching, Training, Mediation)
2019 – today	CSO and member of the management team, rtv media group

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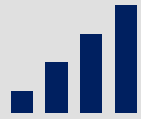
Successful business transformation in view of changing market dynamics

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The rtv media group

Part of the global media, service and education company Bertelsmann

BERTELSMANN



18.0 Mrd. Euro
Revenue



Active in **> 50** Countries



> 126,000
Employees



Bertelsmann
Printing Group

BMG

Penguin
Random
House

Bertelsmann
Education Group

BI Bertelsmann
Investments

rtv media group

📍 Nürnberg



ca. 100

rtv media group GmbH is one of the leading media companies for **strategic development, editorial creation, distribution and marketing of media solutions.**

Our Expertise:

- TV & Entertainment
- Media & Culture
- Health
- Best Ager Content

Location: Nürnberg

Employees: ca. 100

Founded : 1961

„The Creators“
Complete in-house
production of our
magazines



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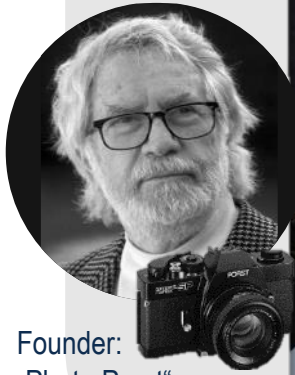
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Our main prodct in the past...

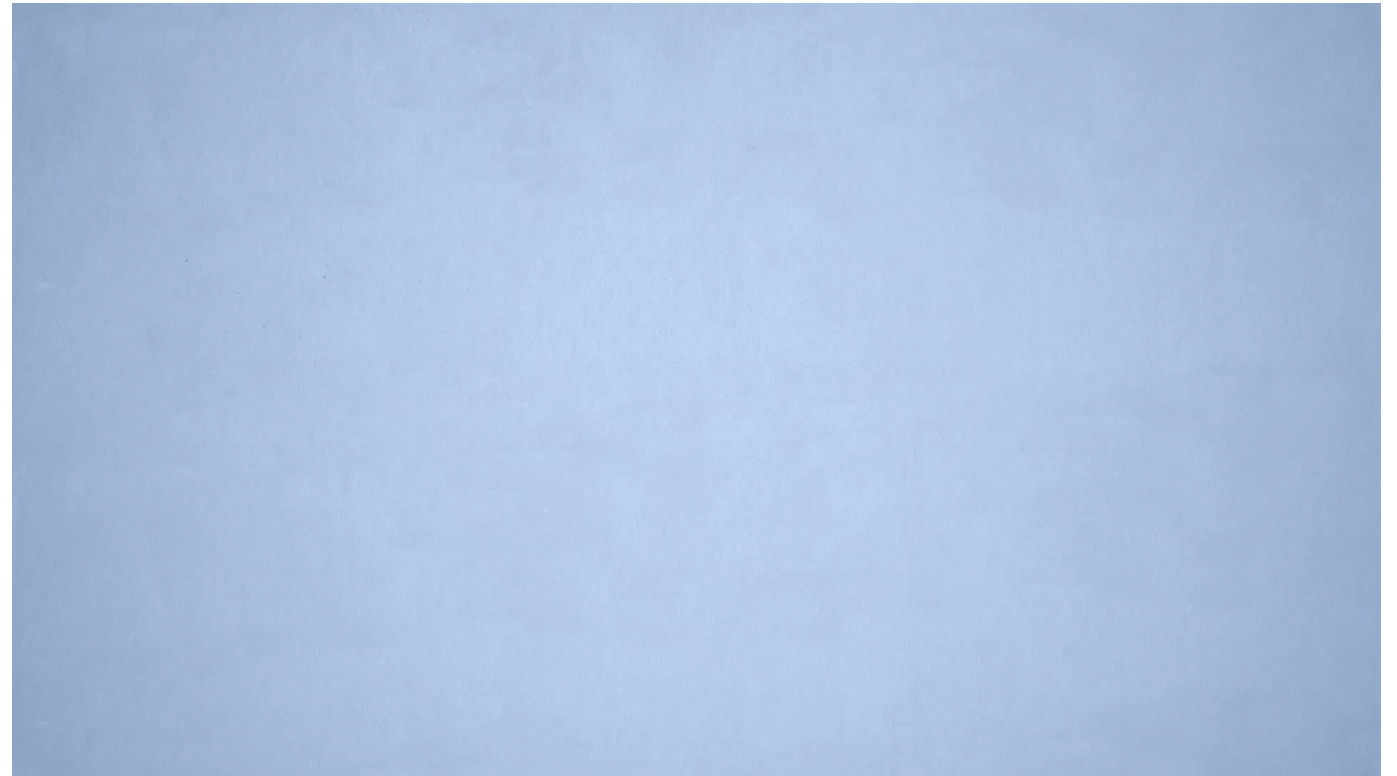


Founder:
„Photo Porst“



rtv – the innovation:

magazine solution for newspaper publishers
& advertising customers



Video

It used to be: „One product fits all“



- rtv, Neckermann, IKEA and OTTO, used to have highly standardized products
- These standardized products usually had a high number of printed copies
- Gravure printing as the efficient way of production

Transformational process of the rtv media group

From a single product to a diversified portfolio



- One product – high circulation numbers
- Gravure printing



rtv still exists as the core product of rtv media group.

New products with individual target groups and smaller circulations.

The printing process had to be adjusted to multiple, smaller circulations in order to continue to produce efficiently.

Where classic models fail...



Prince Charles

Sociodemographics

1948

Birth Year

Male

Sex

England

Origin

Married

Marital status

Two

Children

Wealthy

Assets

Famous

Publicity

Yes

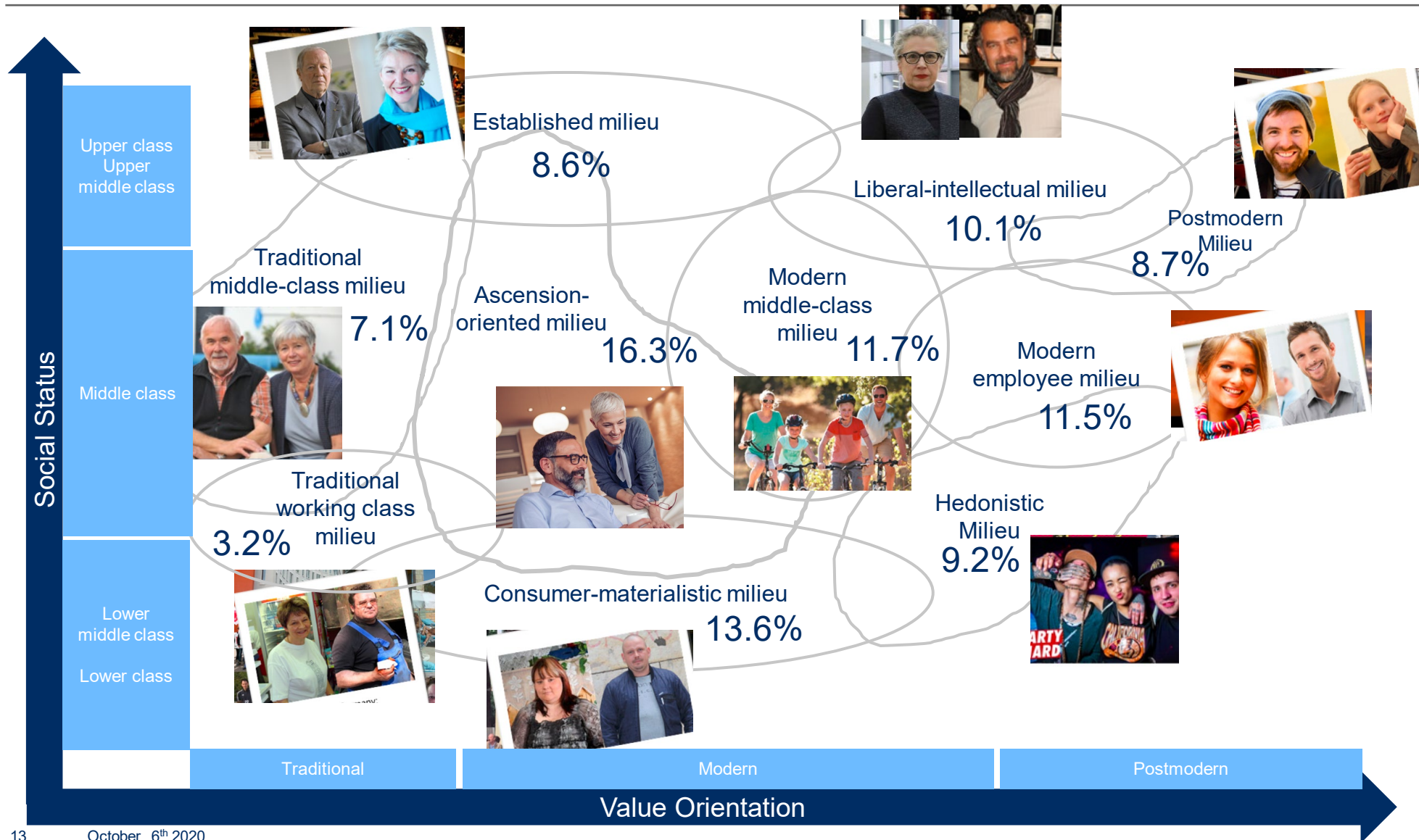
Pets



Ozzy Osbourne

→ Sociodemographic twins, but hardly the same hobbies, values or product interests







SIGMA Milieus



Base:
German population in total

Demography and Combination Packages

We have the right target group for YOUR product.

Demography						
Male / Female	43 % / 57 %	66 % / 34 %	40 % / 60 %	57 % / 43 %	48 % / 52 %	58 % / 42 %
Average Age	61 years	50 years	54 years	48 years	46 years	51 years
Occupation	40 % employed 53 % Pensioner	65 % employed 26 % Pensioner	55 % employed 39 % Pensioner	75 % employed 17 % Pensioner	64 % employed 18 % Pensioner	64 % employed 25 % Pensioner
Average household net income	2,942 €	2,572 €	2,925 €	4,025 €	3,338 €	3,377 €
Our Combination Packages	rtv	tvvtv MAGAZIN	tvvtvXXL	SZ FERNSEHEN	tvvtv im Tagesspiegel	STERN TV MAGAZIN
	rtv PLUS (Circulation Q2/2020 – 5,917,007 Copies)					
	rtv Reichweiten-Combi (5,034,502)			rtv Premium Brand-Combi (882,505)		
		tvvtv-Combi (1,592,272)				
			Wochenblatt-Combi	(1,042,524)		

New ways for your PLUS of reach

rtv PLUS: national coverage, top target groups.

rtv media group

Bertelsmann
Printing Group **4.8 Mio.**

Annual circulation
2021 rtv PLUS:
7.3 Mio.



rtv
the television magazine of the
regional daily newspapers -
Germany's biggest TV
magazine*

3.38 Mio.



tvtv MAGAZIN
the television magazine of
BILD - Germany's largest daily
newspaper
(in numerous regional editions)

0.95 Mio.



STERN TV MAGAZIN
the TV magazine of **STERN** -
Germany's most read freely
available for sale magazine*

0.5 Mio.



SZ FERNSEHEN
the television magazine of the
Süddeutsche Zeitung
(enclosed in the Bavarian edition)

0.25 Mio.



tvtv
the TV program for the leading
medium from the capital -
Der Tagesspiegel

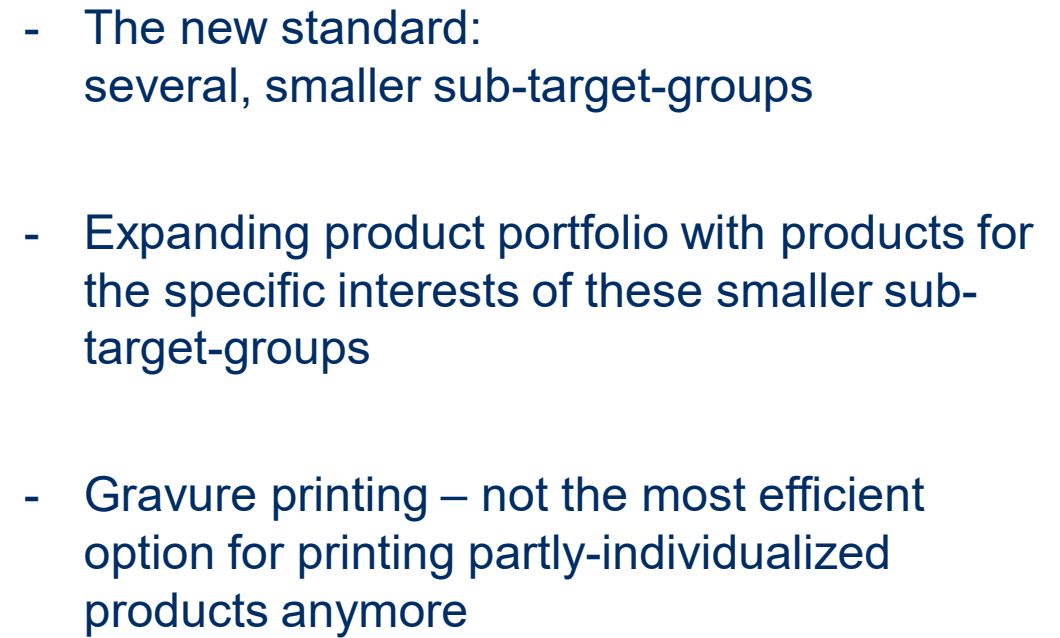
0.11 Mio.



tvtv XXL
the TV program for
weekly papers

2.1 Mio.

Circulation
2021
(projected annual average)



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Future challenges

Meeting current market needs with traditional printing methods



- Continuing growth of the number of the sub-target-groups.
- Ongoing demand for print products with smaller partial circulations (less than 100k or 50k).
- Printing needs to become very flexible and faster in order to be able to implement the topicality and combination of standardized & partly-individualized contents/pages within a product.
- In addition, special products / special forms of advertising must be produced and processed at low cost to efficiently address sub-target-groups for advertising customers.

How can gravure printing companies support us, so that in the future we can still be able to produce our products efficiently?

Thank you for your attention!