

Press release



Web Content Management with InterRed and LandLust

01/16/2013, Siegen/Münster

At www.LandLust.de you will find interesting reader information in the magazine for the more pleasant side of living in the countryside in a new look, and using modern technology. A complete redesign of the website has taken place at the same time as the conversion to the InterRed Content Management System.

LandLust.de now based on new technology

LandLust, a magazine which concerns itself with numerous subjects with an unmistakable naturalness and high authenticity, is one of the most successful consumer magazines in Germany. The accompanying website orientates itself on the successful print version of the magazine. In particular, the individual creative options and the variations in subscription service were at the forefront of the conversion of the project. In addition to the subscriber, the portal appeals to all other enthusiasts: A journal archive in which tables of content can be downloaded in addition to existing guidance from older issues also contains a direct link to the current edition and the LandLust online shop. A look at the current edition reveals pages which can be turned. Subjects from the next issue are illustrated with the first pictures. The online issue takes over some of the content from the print version, creating desire for "more".

Software connection: Integration of InterRed into the publication's system of the Landwirtschaftsverlag

Subscriptions can be completed online in a simple, fast and uncomplicated way. Of a total of nearly 400,000 subscriptions, many have already been generated via the website. The connection to the subscription system, the link to the LandLust shop and a classified ad service are evidence of the integration of InterRed into the system topography of the Landwirtschaftsverlag. Because InterRed can be individually adapted to requirements as a Content Management System with numerous interfaces, the common conversion of the project worked at the highest level with regard to this factor too.



LandLust

AUSGABE NOVEMBER / DEZEMBER 2012
Kleine und große Welten: Sie finden sich im Garten der Jahreszeiten, beim Basteln weihnachtlicher Dekorationen und auf der Walz eines Zimmermannes. Ihre neue LandLust jetzt im Handel.



suchen... >

AKTUELLE AUSGABE	ANLEITUNGEN	UNSER ARCHIV	ABO-SERVICE	KLEINANZEIGEN	SHOP
Im Garten	Aktuelle Anleitungen und Adressen	LandLust-Ausgaben	Geschenk-Abonnement	LandLust-Abo	Garten
In der Küche		Heftinhalte	Jahres-Abonnement	Veranstaltungen	Küche
Ländlich wohnen	Frühere Anleitungen und Adressen	Jahresinhalte	Kennlern-Paket	Marktplatz	Bücherei
LandLeben		Rezeptverzeichnisse	Kundendaten ändern	Hier inserieren	LandLeben
Natur erleben			Zahlungsdaten ändern		Handarbeiten
Blick ins Heft			Leserfragen		LandLust-Ausgaben
Nächste Ausgabe			FAQ		

The most beautiful side of an agrarian lifestyle online: The LandLust website, created on the basis of the InterRed Content Management System

Close cooperation between InterRed and the Landwirtschaftsverlag

The Münster-based Landwirtschaftsverlag and the Siegen-based InterRed software house have already successfully worked on common projects for some time. Today, InterRed is responsible for creating the technical basis for the online portals for the magazines "profi", "SUS", "Reiter Revue International", "Elite" and "top agrar". The two companies worked closely and very successfully together on the latest project, "LandLust". Stefan Müller-Stock, head of project management at InterRed GmbH, appears content with the fast realisation of the project: "Thanks to the close collaboration with the Landwirtschaftsverlag the changeover to the InterRed Content Management System was achieved very quickly. The project was concluded successfully after a period of only a few months."



Company profile:

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors content management, knowledge retrieval, personalization of websites, catalogue production, live reporting for analysing website usage and process-optimizing print solutions.

The InterRed product family with the content management system InterRed, the KM solution ContentAgents, the live reporting software RhoLive and the editorial system InterRed Print provides added value for all applications and all industrial sectors. Strong strategic partnerships in the fields community and media asset management result in the InterRed-family being a comprehensive solution.

You can find further information at www.InterRed.de

Contact person for queries and interviews:

InterRed GmbH
Andreas Nentwig
Head of Marketing
Eiserfelder Straße 316
57080 Siegen

Fon: +49 271 30377-0
Fax: +49 271 30377-0
E-Mail: info@interred.de

