

Press release



BILD am SONNTAG chooses the InterRed editorial system

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The InterRed editorial system is the technical basis for the Sunday newspaper BILD am SONNTAG. In addition to Europe's biggest daily newspaper, BILD, the BILD am SONNTAG editorial team also uses the multi-channel publishing system InterRed for production.

BILD am SONNTAG: over ten million readers – regionalised advertisements – one editorial system

BILD am SONNTAG has been keeping its readers updated on current affairs every week for more than 50 years, and offers exclusive interviews in areas such as politics, the economy, sport and leisure, as well as many professional advice columns for all areas of life. With a distribution of over ten million readers, BILD am SONNTAG is Germany's biggest Sunday newspaper – the opportunity for advertisements to be tailored to different regions also promotes the marketing activities of the paper.

In addition to using InterRed for COMPUTER BILD, AUTO BILD, the corporate website and the implementation of the group-wide intranet, InterRed also recently carried out an additional successful project in collaboration with Axel Springer AG. The demands were high: accessibility around the clock to meet all of the editorial needs, introduction parallel to the production of BILD on the same system, a newspaper with a particularly free layout, and a high working speed and performance combined with a safeguarding system even when the demands on the system are high. However, the excellent cooperation between Axel Springer and the software and system company InterRed ensured that the project was implemented quickly and to a high standard.



BILD am SONNTAG: over ten million readers every week



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.

Since 2011, the Axel Springer AG has a stake of 24 percent in the InterRed GmbH.

You can find further information at www.InterRed.de

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