

PRESS RELEASE

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Connect Alliance extends its network to Belgium and Luxembourg.

The Connect Alliance is a network of 7 leading independent media representatives working together to better meet the common needs of their media partners in a fast changing media world.

The Connect Alliance members are :

- Affinity Media in Paris,
- Affinity-PrimeMEDIA in Savigny,
- K.media in Milan,
- K.media in Madrid,
- Mercury Publicity GmbH in Frankfurt
- Oliver Smith & Partners in London.

IMS, International Media Services, representative on the Belgian market and in Luxembourg, joins the Connect Alliance now.

In this way the Connect Alliance network extends across Europe and includes now France, Germany, Italy, UK, Switzerland, Spain and Belgium/Luxembourg.

The concept of IMS Belgium fits perfectly with a Connect Alliance concept of representing few and only leading quality media owners.

It's a well structured company with a pure public-relation, commercial and marketing driven and oriented culture and it has already become a point of reference for Belgian advertisers and agencies.

IMS portfolio already includes prestigious quality media from the Netherlands, France and Germany - print, audio, online, :

- Elsevier Media (NL) : Elsevier, Beleggersbelangen and beurs.nl,
- GroupE Express Roularta (France) : l'Express, Style Express, l'Expansion, Mieux Vivre Votre Argent, Côté Sud, Est, Ouest and Vivre Paris, Maison Française, Décoration International(e), Point de Vue, Zeste, Maison Magazine,
- Vision Media (Germany) : Madame, MADAME LIVING, l'Officiel, Inside, Jolie, Popcorn and Mädchen,
- Idéat Editions (FR) : Idéat and The Good Life,
- Bayard Presse (France) : La Croix, Notre Temps, Pèlerin...,

- A Nous (France) and City Magazine Slovenia and Serbia,
- France Télévisions Publicité International (France) : TV5 Monde, France 24, Deutsche Welle and the leading channels on Africa and Magreb,
- Bayard Presse (Germany) : Plus, Frau im Leben, Living & More, Lea Wohnen, Country Living, Country-Träume Wohnen, Gärtnern leicht gemacht and Grün.

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