

RNS Reach

## **Ingenta PLC ("Ingenta")**

### **CONTRACT WIN**

#### **Leading Italian magazine publisher signs 5 year agreement for Ingenta Advertising**

Today, Ingenta, a leading software provider to the publishing industry, announce that a leading consumer magazine publisher in Italy has signed a 5 year contract for Ingenta Advertising.

The new contract is for the provision of a multimedia advertising management solution, covering print and digital advertising. The agreement starts immediately, with the Ingenta Advertising platform projected to be live in May 2018.

Previously known as ad DEPOT, and incorporated into Ingenta's product suite as part of the acquisition of 5 fifteen Ltd by Ingenta plc in 2016, Ingenta Advertising has processed over £1BN in advertising income and is used by major information providers around the world.

**David Montgomery, CEO, Ingenta** said "We have a strategic objective to extend Ingenta's geographical reach. Delivering a solution to the Italian magazine market broadens our profile in a key European market and solidifies our commitment to engage with magazine publishers globally. Information providers are under intense pressure to maximise revenues from advertising, and are turning to software with features that really work for them."

**Paul McKinley, Director, Advertising Products** said "Having worked with other divisions of the same group, we were ideally placed to provide this service. The Group will see significant business benefit from working across a common advertising platform."

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#### **For further information, please contact:**

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#### **About Ingenta**

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face. Visit [ingenta.com](http://ingenta.com), follow [@WeAreIngenta](https://twitter.com/WeAreIngenta) on Twitter, or connect on LinkedIn.