

Planning and Classified Ad Pagination: Mittelbadische Presse Counts on Additional ppi Media Solutions

reiff Medien. has been using OM, ppi Media's solution for printing plate production, for several years. And now the regional media company has launched PlanPag, AdPag, and InLink, thereby adding ppi Media's modules for planning, ad pagination, and the editorial production with InDesign.

ppi Media solutions have a long tradition at reiff Medien. In 2015 and 2016 all daily and weekly newspapers at Mittelbadische Presse were switched one by one to the fully automated printing plate assembly and CTP-management OM. In May of 2018, the publishing company decided to add further components of ppi Media's "Digital Assembly Line" in order to fully automate newspaper production. PlanPag, the heart of the ppi Media workflow for the page planning and the production of daily newspapers, as well as AdPag, a solution for highly automated ad pagination, went live at the end of June. ppi Media's InLink, a solution for planning and production, helped integrate the editorial production in InDesign.

Rich in Tradition and Oriented toward the Future

reiff Medien. has a two-hundred-year tradition as a family company, that has evolved from being a printing company and newspaper publisher to being a regional media corporation acting across different media. The Mittelbadische Presse, a group of the five daily papers *Offenburger Tageblatt*, *Acher-Rench-Zeitung*, *Kehler Zeitung*, *Lahrer Anzeiger*, and *Offenburger Tageblatt Schwarzwaldzeitung*, makes up the core of print production. With the comprehensive use of ppi solutions for the production of print media the company raises their efficiency: "We have expanded on our cooperation with ppi Media because their solutions have been convincing us for many years. All components work hand in hand, which leads to optimized workflows for planning and production," says Achim Kara, Head of Projects at reiff Medien.

About ppi Media

ppi Media develops highly efficient services and solutions for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company's change process. For more information, visit www.ppimedia.de.

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