



May 2007

Rhinegold Publishing selects 5 fifteen's ad DEPOT for its advertising solution

Rhinegold Publishing, a leading publisher for the arts and education sectors today appointed 5 fifteen Ltd to supply ad DEPOT for all its print magazines.

Rhinegold Publishing has for many years, been regarded as Britain's focal point for information on classical music and the performing arts. With definitive directories like the British & International Music Yearbook and British Performing Arts Yearbook, Rhinegold consistently provides the most up-to-date and accurate information demanded by arts managers and musicians. Rhinegold's books and magazines are an essential part of everyday life for professional musicians, teachers, singers, pianists, impresarios, opera fans, music administrators and GCSE and A-level exam candidates studying music, religious studies, drama and theatre studies, and performance studies.

As a total Web Services .NET solution, ad DEPOT will enable Rhinegold to maximise advertising revenues by leveraging an integrated advertising sales process and providing a centralised 'hub' of management information. ad DEPOT, created specifically for the magazine industry, facilitates advert booking, placing, chasing and contact management to take place from one set of inter-connected components.

'I'm very excited by the possibilities that ad DEPOT affords us' states Sarah Williams, Managing Director Rhinegold Publishing. 'We were impressed with it's rich web functionality and by the fact that everyone in our organisation will be able to access pertinent information no matter where they are located. 5 fifteen clearly understand our business.'

Rhinegold Publishing has a portfolio of music titles such as Classical Music magazine, The Singer and Opera Now covering every aspect of their specialist subjects. Classical Music is the magazine of the classical music profession; focusing on venue managers, agents, composers, festival directors, marketing and public relations experts and, of course, musicians.

Rod Fenwick, Managing Director, 5 fifteen Ltd, comments, 'we are delighted to have been awarded this major contract from Rhinegold Publishing. Once trained, users will become more productive and enjoy the ease-of-use, flexibility, and benefits of working with ad DEPOT.'

Designed and produced specifically for the magazine publishing industry, ad DEPOT is an integrated Web Services solution for advertising sales order processing that eliminates tedium, improves communication, adds speed and ensures accuracy. Implementation at Rhinegold Publishing begins immediately.

Ends

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5 fifteen Ltd

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' advertising, circulation, and new media applications. 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier-Science, Nature Magazine, The Boston Globe, The Seattle Times, and The Chronicle of Higher Education. For more information, 5 fifteen can be contacted at www.5fifteen.com.

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