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GEO

PRESS RELEASE

G+J International: GEO Launches in Estonia, Latvia and Lithuania / GEO Now Published in 20 Countries Worldwide

Hamburg, 30 March 2008 –

Gruner + Jahr continues GEO's expansion strategy as the feature magazine makes its debut May 7 onnewsstands in Estonia, Latvia and Lithuania with three separate local license editions. GEO is nowpublished in 20 countries worldwide. The latest additions are also based on the central editorial andpublishing concept of GEO International in Hamburg.

G+J's license partner Lilita Publishing is one of the region's leading publishing companies,with a portfolio encompassing more than 20 strong local as well as international magazines such as"FHM," "Cosmopolitan" and "Joy."

"The internationalization of GEO proceeds quickly, and has so far resulted in local editionsin 20 countries around the world. An unusual magazine coupled with a strong local partner such as,in this case, Lilita Publishing, ensures that our international GEO concept works. On this basis,we will continue to launch in further countries in the next few months," promisedAndré; Möllersmann, Director GEO International.

"The reader in our countries is really hungry for a high quality reading and GEO is exactlywhat is needed. The brand is well known in our markets due to the Russian and German editions, nowin the local languages we expect to reach a leading position in the premium segment of magazinesvery quickly," said Aivars Rudzinskis, CEO and Chairman of the Board Lilita Publishing.

The feature magazine GEO is Gruner + Jahr's most international magazine brand. It is publishedin Austria, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Greece, Hungary, India,Italy, Romania, Russia, Slovakia, Spain, Switzerland Turkey and now in Estonia, Latvia and Lithuania as well.

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