

## Get, be and stay connected

Neue Verlagsgesellschaft  
Ein **BurdaDirect** Unternehmen

Neue Verlagsgesellschaft mbH (NVG), a company within the BurdaDirect Group, is synonymous with innovative magazine sales across all advertising channels in Germany, Austria and Switzerland. Based in Offenburg, *Neue Verlagsgesellschaft* markets over 250 magazine titles from Burda and various other publishing companies in Germany and Austria. The company employs collaborative marketing and cross-media marketing measures and is constantly expanding its B2B and B2C product portfolios. *Neue Verlagsgesellschaft* also offers full services for other companies in the industry.

Using zeitschriften-abo.de, a white-label-compatible magazine kiosk, expands the reach of online and offline partners to include new customer groups. The online kiosk also provides the opportunity to incentivise customers or acquire new customers through the skilful combination of products and magazine services.

**Links:** [Magazine kiosk](#)



**Ralf Schnetz**  
Managing director

Ralf Schnetz has been with Burda since 1998 and was Director of Finance & Controlling for the BurdaDirect Group. He became managing director of Neue Verlagsgesellschaft mbH in 2011. Since November 2013, he has also been the spokesperson for the management board of short-break agent Freizeit und Trendmarketing GmbH in Kleve.

## Facts

**Division** BurdaDirect

**Managing director** Ralf Schnetz

**Customers/partners** Including *Xing*, Butlers, webmiles, Lekkerland, Allianz, Payback, Volksbank, TSG 1899 Hoffenheim, Limango

**Headquarters** Offenburg

**Portfolio** Over 250 magazine titles

**Responsible for content** Caroliene Götz

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