

Press release from

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Elanders AB (publ)

Elanders is Dagens Nyheter's new advertisement production partner

Anymedia, which is part of business area Elanders Infomedia, has signed a contract with Dagens Nyheter to take over production of their advertisements. The contract is calculated at approximately MSEK 55 over a three-year period.

This fortifies Anymedia's position as the Nordic leader in advertisement production for catalogues and newspapers. Anymedia already supplies Eniro AB, Stockholm News and Svenska Dagbladet.

The contract allows Dagens Nyheter to both offer its advertisement customers a broader range of ad and information services and concentrate on their core business.

Kungsbacka 2000-12-11

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