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TTG will start a joint venture with Hearst

The Telegraaf Tijdschriften Groep (TTG) and Hearst Magazines International will establish a joint venture with the name TTG Hearst BV. First goal of this joint venture is to introduce CosmoGirl! on the Dutch market. The launch of CosmoGirl! in the Netherlands is scheduled for this autumn.

For TTG the publishing of CosmoGirl! is an important step to strengthen her portfolio in the women's segment.

Within the framework of above mentioned co-operation, TTG has also reached an agreement with Readershouse/Hearst to acquire the rights to publish Esquire in the Dutch market. Esquire has been published on the Dutch market for more than 13 years. Esquire will strengthen TTG's portfolio in the men's segment, in which they already publish the magazine Man. Readershouse/Hearst will focus and further develop its strategy on sponsored magazines, a market in which the company is already an important player.

Hearst Magazines International will keep its minority stake in Readershouse/Hearst and Readershouse/Hearst will continue to be their European partner in the field of sponsored magazines.

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