

PressMatrix offers a gateway for traditional print publishers into the digital world of publishing. We specialize in the digital publishing of journalistic content and support publishers, agencies and companies in aligning their activities in the field of digital media cost-effectively and profitably.

BREAKING BARRIERS BETWEEN PEOPLE AND STORIES

INVESTORS

- High-Tech Gründerfonds
- LBBW Venture Capital
- PDV Inter-Media Venture
- Berlin Technologie Holding
- VILITAS Deutschland

CUSTOMERS

- Burda
- Funke Mediengruppe
- Motorpresse Stuttgart
- Fit for Fun Verlag GmbH
- Lesezirkel
- Planet C
- Deloitte
- Allianz
- Mitsubishi Motors

PRESSMATRIX GMBH IN NUMBERS

- founded 2011 in Berlin
- 30 employees
- more than 10 million readers
- over 2000 apps released
- 250 million read pages per year



JENS GÜTZKOW — CEO

- Founder PressMatrix GmbH
- Director Prof. Service Yoc AG
- Founder & CTO Viif Mobile
- Head of Pre-Sales inubit AG

EFFICIENT DIGITAL PUBLISHING

- Publish digital and multi-media content on all devices and channels
- Target group oriented publishing through user analysis
- Increase of reach through new publishing channels
- More turnover through optimised publishing strategy

OUR TECHNOLOGY

- Cloud based SaaS solution for iOS, Android and web
- White label solution with multi-domain support
- Ready-to-use app with modular design
- Supports payment systems, user and subscription management
- Supports all major currencies and tax rates
- Multilingual

OUR BUSINESS MODEL

- Annual fee per app and publication

OUR MARKET

- Publisher products: Consumer magazines, journals, special interest magazines
- Corporate Publisher: Customer and employee magazines, business reports, product and training documentation
- Official journals, association publications
- Digital Lesezirkel

PARTNERSHIPS

- Agencies with a focus on Digital Publishing
- Corporate Publisher supporting customers in their employee and customer communication
- Publishers and printing houses

PRESSMATRIX