

## Strong Partner in Europe

»Keeping you in touch...« – sums up the philosophy of German-based medienfabrik, our strategic partner in Europe. After three years of successful joint programming on behalf of an adhoc group of clients, our two companies formed a strategic venture in late 2003 to seek out new customers that require a uniformly high level of service on both sides of the Atlantic.

While PR Toolbox is a small, focussed

specialist in transatlantic accounts, medienfabrik is a full-service German agency with more than 130 employees – including over 40 journalists and almost as many designers – and leading-edge technology. Owned by Bertelsmann AG, medienfabrik operates in much of Western Europe through offices in Germany (Gütersloh/Westphalia, Berlin and Bonn) and Brussels.

medienfabrik has the capabilities of a large agency, but retains the flexibility and personal touch of a smaller outfit, including a flat management structure that keeps the agency's principals in

close touch with clients. While medienfabrik is a full-service communication agency, it also handles advertising, e-marketing and publishing in 34 million titles for a wide range of customers, including major German and Deutsche

