

## **iPublish Media Expands into Europe, Signs new Master Distributor.**

**Westborough, MA and London, England, October 9, 2018** - iPublish Media announced today that it has reached an agreement with 3rd Wave Limited to represent sales of its platforms to media companies throughout Europe.

“Expanding to the European markets was one of my goals in joining iPublish Media,” said Malcolm McGrory, SVP Sales, iPublish Media. “3rd Wave CEO, David Montgomery, brings a new level of experience to our European presence.” As CTO, then CEO of Ingenta—the world’s leading provider of transformative content solutions—Montgomery was responsible for more than 1,000 media customers worldwide.

As a distributor for iPublish Media’s platform, Montgomery will be directly responsible for media sales in the United Kingdom, as well as for signing third-party distributors in other European countries. “Media technology is absolutely game changing for publishers today,” Montgomery said. “Clearly, technology companies who help show real success in increasing publishers’ revenues are positioned for unstoppable growth. As the world leader in self-serve advertising solutions, iPublish is clearly one of these transformative companies; and I am excited to represent them in Europe.”

iPublish Media has provided a self-service front-end platform for obituaries, classifieds, automotive and real estate for 12 years. U.S. clients include Gannett Media, Boston Globe, Gatehouse Media and the Bay Area Newsgroup to name a few.

In 2018, iPublish Media launched AdPortal Tributes. AdPortal Tributes enables a media company to seamlessly create and up sell special sections for obituaries using content stored in the AdPortal Obituaries platform. It’s also available to non-AdPortal customers using a feed directly from Legacy.com.

Media companies choose whether to publish monthly, quarterly, semi-annually or annually to generate substantial incremental revenue. AdPortal Tributes paginates each market’s special obituaries section as a print-ready multi page PDF or native Adobe InDesign file.

iPublish Media recently launched a general self-serve platform where SMBs are able to buy affordably priced omni-channel marketing packages from local media companies. AdPortal SMB includes integrations with Google’s DFP, for owned & operated and popular programmatic DSPs for digital display, as well as Facebook/Instagram, WAZE ads, video, and email.

“If you have a good prospect list of small businesses in your market there are millions to be made,” McGrory said. “Our expansion to Europe now allows us to support journalism-based media worldwide.”

### **About iPublish Media:**

iPublish Media is the industry leader in self-serve advertising. We currently work with hundreds of media companies every day to process thousands of advertising campaigns. Our self-serve

advertising platform enables media companies to extend their reach by allowing advertisers to create and buy both print and digital advertising campaigns from any device for any vertical on any platform. We help media companies grow revenue and lower costs by providing an easy to use self-serve platform that provides the performance and versatility to attract new advertisers and find ones that a direct sales approach cannot.

**For More Information:**

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