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AskMen.com Global Expansion Hits High Gear as Ziff Davis Announces Launch of New AskMen Editions for Middle East, India, Benelux and Greece

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Ziff Davis, the digital media company with market-leading positions in the technology, gaming and men's lifestyle markets, has announced expanded licensing agreements with T-Break Media, Times Internet, Media Lizard and Attica Media to bring AskMen, the world's largest men's lifestyle portal, to the Middle East (<http://me.askmen.com>), India (<http://in.askmen.com>), Benelux (<http://nl.askmen.com>) and Greece (<http://gr.askmen.com>) respectively. Ziff Davis is the Digital Media Division of j2 Global, Inc. (NASDAQGS: JCOM).

Since launching in 1999, AskMen has become the global authority on men's lifestyle matters - encouraging men to improve their lives with inspiring editorial that equips them to live better, know better and think better. The new editions expand AskMen's leadership position in the category into 20 countries, including the Netherlands, Belgium, United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain and Egypt.

The Benelux and Greece editions will be available in Dutch and Greek languages, while the India and Middle East editions will be available in English at launch, with Arabic content to be added to the Middle East edition in the future. All licensed editions will combine content from AskMen's worldwide network of expert contributors with locally-created content specifically for their respective audiences.

Media Lizard is one of the fastest-growing online publishers in the Benelux region, commanding an audience of 2 million people every month across a number of tech, mobile and entertainment brands.

Middle East publisher T-Break Media is backed by twofour54, the region's leading media and entertainment hub.

Attica Media is one of the leading media groups in Greece, with a portfolio of over 35 brands covering magazines, websites and TV.

Times Internet is the digital venture of Times of India Group, India's largest media and entertainment group, and commands a broad portfolio of successful brands that engage millions of users globally.

The four publishing houses already have proven to be successful licensees with Ziff Davis' other sector-leading brands: IGN, the world's largest website for games, entertainment and fan culture, which is represented by these partners in Benelux, the Middle East and India, and PCMag, the world's most trusted brand for technology reviews and news, which is represented by the partners in Benelux and Greece.

Nick Rego, Senior Editor, AskMen Middle East, said: "We are extremely excited to be launching AskMen in the Middle East. The male demographic in the region is known for having an appreciation for a premium lifestyle, and this passion aligns perfectly with the content featured on AskMen.

Puneet Singhvi, SVP & Business Head, Times Local Partners, Times Internet, said: "AskMen has always enjoyed a highly revered space in India and we knew there was high demand for local male lifestyle content. With the launch of AskMen India we enter into an exciting phase of driving top quality audience and authoritative content for aspirational Indian men."

Maarten Blonk, Publisher at Media Lizard, said: "Media Lizard has a lot of beautiful brands that are focused on tech, mobile and entertainment, and we are all thrilled to add lifestyle to the mix with AskMen. With this powerful brand in our portfolio, we are able to establish and build on new and existing content and commercial partnerships."

Kostas Tsitsas, Editor in Chief, AskMen Greece, said: "We have been huge advocates of the AskMen brand and consider it as the Holy Grail of any media company's digital lifestyle crusade. It has always been influential, as a source and as a reference, within the Greek media industry and among Greek consumers - and the timing couldn't be better for us to launch its local edition."

Adam Doree, International Business Development Director, Ziff Davis, added:

"There has never been a more exciting time for the AskMen brand, with these new international editions all looking stunning, based on the celebrated re-imagined AskMen site, which won Digiday's 'Best Design Award' in April 2014. We have many new regions planned for AskMen, and welcome discussions with potential licensees in new markets."

Ziff Davis successfully partners with local publishing experts in 70 countries worldwide, with localized content from AskMen, IGN and [PCMag.com](http://www.pcmag.com) now available in 16 languages, including Arabic, Chinese and Russian.

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About Ziff Davis

Ziff Davis is a leading digital media company specializing in the technology, gaming and men's lifestyle categories, reaching over 100 million unique visitors per month. Ziff Davis includes among its sites: [IGN.com](http://www.ign.com), the world's biggest video gaming information site; [PCMag.com](http://www.pcmag.com), the most-respected and authoritative consumer electronics reviews site; [AskMen.com](http://www.askmen.com), the world's biggest online male lifestyle media brand; and Ziff Davis Technology, the largest network of technology publishers dedicated to consumer electronics, computing and mobile communications. Ziff Davis publishes in 16 languages, including Arabic, Chinese and Russian, and successfully partners with local publishing experts across 70 countries. Ziff Davis is a subsidiary of j2 Global, Inc.

About j2 Global

j2 Global, Inc. (JCOM) provides Internet services through two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names eFax®, eVoice®, FuseMail®, Campaigner®, KeepItSafe®, Livedrive® and Onebox®, and operates a messaging network spanning 49 countries on six continents. The Digital Media Division offers technology, gaming and lifestyle content through its digital properties, which include [PCMag.com](http://www.pcmag.com), [IGN.com](http://www.ign.com), [AskMen.com](http://www.askmen.com), [Toolbox.com](http://www.toolbox.com) and others. The Digital Media Division also operates NetShelter® Powered by BuyerBase®, an advanced digital ad targeting platform, and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2013, j2 had achieved 18 consecutive fiscal years of revenue growth. For more information about j2, please visit <http://www.j2global.com>.

About Media Lizard BV

Media Lizard is the online publisher of AskMen Benelux, IGN Benelux, Androidworld, PCMag Benelux and Tabletworld. Media Lizard is also the co-organiser of EpiCon. Media Lizard reached more than 2 million people every month, attracting male audiences between 20-49 years of age.

About T-Break Media

Supported by and based out of twofour54, T-Break Media is one of the Middle East and North Africa (MENA) region's fastest growing media organizations, focused entirely on creating rich, relevant and timely content online. T-Break's recognized and awarded editorial team produces all of its content in-house, which is published on T-Break Tech, Middle East Movies or IGN Middle East - the leading portals in the region for consumer technology, movies and video games.

About Attica Media SA

Established in 1994, Attica Media is one of the leading media groups in Greece, with more than 35 press brands in its portfolio covering magazines, radio stations and websites. The company has been listed on the Athens Stock Exchange since September 1999, and has formed many strategic partnerships with major TV channels and newspapers. Attica also has an established profile in the international media space, with business expansions in Bulgaria and Serbia.

About Times Internet

Established in 1999, Times Internet is the largest Indian Internet Network, and is the digital venture of Times of India Group, India's largest media and entertainment group. Engaging over 37 million monthly users across a range of web and mobile properties, the company's parent remains one of the most respected businesses in the country with a media leadership track record spanning 175 years and a portfolio covering radio, TV, magazines and out of home experiences.

For more information

<http://world.askmen.com> | <http://world.ziffdavis.com>

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