



Fritz+Fränzi: The Swiss magazine for parents

RELAUNCH OF ONLINE EDITORIAL PORTAL

Challenge

Widely recognized for its high-quality articles, Fritz+Fränzi is the leading magazine for parents in Switzerland.

While the print magazine was relaunched in August 2014, the outdated website was still in need of a makeover.

The new and improved version needed to be fresh, dynamic and accessible, which required a CMS for quick and easy article management as well as features such as newsletter linkage and integration of various advertising formats.

Solution

The Fritz+Fränzi web portal is based on an individually programmed CMS. This can be used by editorial staff to:

- Update articles
- Create advertorials
- Moderate comments
- Customize forms
- Manage current issues

An Ad Server was selected to manage advertising material and a connection with MailChimp established for newsletter generation.

Result

Thanks to a joint effort, a comprehensive web portal was created that was within budget. The articles at the heart of the magazine can now be entered on a modular basis, which ensures integrated, hassle-free, clean formatting.

Fritz
Fränzi

"Our new website runs smoothly and looks great too."

The close collaboration at each stage of the project was a valuable experience. We would definitely recommend Simplificator."

*Nik Niethammer,
Editor-in-Chief Fritz+Fränzi*

