

**The consumer electronics chain Saturn launches its customer magazine focusing on technology and lifestyle-related topics: “TURN ON” is now available free of charge**

**Ingolstadt, 24.10.2011: Saturn’s free new customer magazine TURN ON will be available at Saturn stores for the first time from the beginning of November. The magazine focuses on presenting lifestyle and technology topics and trends in a way that customers can relate to. TURN ON has approximately 100 pages, and 300,000 copies will be published monthly in pocket-sized format. It will be available at all 144 Saturn stores in Germany, online and as an iPad app.**

Carsten Strese, Managing Director of Saturn Management GmbH, explains: “Saturn epitomizes technical innovation like no other brand in consumer electronics retailing. We provide a wide range of innovative products and therefore appeal in particular to tech-savvy customers, who consider our products to be an integral part of their personal lifestyle. We want TURN ON to provide them with true added value. The magazine will not only allow them to obtain information about all the latest trends and how they can experience new technological developments in their day-to-day lives, it will also entertain.” With TURN ON, the consumer electronics chain intends to underscore its technological expertise and position itself as an advisor to customers on lifestyle-related matters.

The credibility of the magazine is particularly important to Saturn. Therefore readers will find only true journalistic texts covering categories like “Faszination.Leben” (Fascination.Life), “Abenteuer Technik” (The Adventure of Technology) and “Spitzenerfolge” (Exceptional Successes). BurdaYukom, the corporate publishing arm of the Burda publishing house, is responsible for editing and

marketing the magazine. The layout was developed by the Berlin agency A New Kind, BurdaYukom' strategic partner.

The recent launch of Saturn's online shop marks the company's transition to a multichannel provider, adding online business to its bricks-and-mortar stores. The aim of this repositioning is to reach customers on an individualized basis and via multiple channels. In keeping with this multichannel strategy, TURN ON also combines both online and offline offerings. The printed version of the magazine will be available at Saturn stores in Germany. QR codes in the magazine provide access to additional contents. TURN ON will also be available as an app for iPads and via the microsite [www.saturn.de/turn-on](http://www.saturn.de/turn-on).

### **About Saturn**

Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH - Europe's leading consumer electronics retailer - as an independently operating company since 1990. At present, Saturn has 144 stores in Germany and 232 stores in 12 European countries. Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 electronic articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. In Germany, Saturn has built on the strengths of its bricks-and-mortar business by launching an online shop. This multichannel strategy allows Saturn customers to combine the advantages of online shopping with the shopping experience and service provided at their local store as they see fit.

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