PRESS RELEASE

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**Umeå tidning grows with Roxen**

**Umeå tidning, a fast growing community newspaper in the north of Sweden has now increased circulation and moved editorial production to the Roxen system.**

Umeå Tidning had their first edition printed in November 2012 and has since then grown rapidly. The newspaper is now distributed weekly to 68 000 households and companies in greater Umeå, the major city in northern Sweden.

- *Thanks to Roxen, our journalists are now able to publish stories with full control, also remotely. The time saved is used to create more engaging content for our target audience – the people living in and around Umeå. The whole installation project was completed within a two week period, which together with a reasonable price, kept our investment in time and money to a minimum, says Magnus Bringhammar, CEO at Umeå Tidning.*

Roxen develops web-based editorial and content management tools for multichannel publishing. Roxen Editorial Portal is a web-based editorial tool and content hub for news and other content, tailored for mid-sized media companies. The web interface allows editors as well as freelance contributors to easily add, manage and publish content from anywhere. Umeå Tidning runs Roxen Editorial Portal as a local cloud solution, i.e. a setup where the system is delivered as a fixed-price service without any need for management of local server hardware etc.

- *Umeå Tidning is a local market leader and an excellent example of the type of a successful local media that we are both proud and happy to assist in their growth, in all channels, says Per Östlund, CEO at Roxen.*

For more information, please contact:

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