

# Press release

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## La Razón newspaper radically changes its website using Protecmedia's ITER Web solution

- *The installation of this Web CMS means that La Razón's journalists can manage the website without the need for any specialist knowledge*

**La Razón** newspaper has decided to overhaul its website by carrying out a complete redesign of its appearance while also radically altering the technology which it relies on. To make these changes, the newspaper chose **Protecmedia's ITER Web** solution for the creation and management of web pages.

The installation of this Web CMS means that **La Razón's** journalists can manage the website without the need for any specialist technological knowledge, allowing them to concentrate their efforts on the creation and publication of contents, while also being able, in a fast and simple manner, to manage the design and presentation of the home page. *"The tool is very flexible, since there is a wide range of template design models to choose from, which gives us many more options. In addition, it is very quick and easy to use"*, comments **Ángel Luis de Santos**, head of the newspaper's web section. All of this without the need to have technical staff alongside. From the outset, the simplicity of **ITER Web** has allowed **La Razón's** employees to adapt to the new situation quickly and put this new website into operation in record time.

*"Feedback has been positive, both inside and outside the company. People like it quite a lot more than the previous one"*, states **Ángel Luis de Santos**.

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### Sobre Protecmedia, S.A. About Protecmedia, S.A.

Protecmedia is an international software engineering and services company providing innovative solutions for media businesses. The current range of products includes cross-media advertising management, planning of editing work, content, editing and production management, management and sale of editorial assets and the control of circulation and subscriptions.

At present, MILENIUM Cross Media software is used in more than 400 publications in 21 countries.

### Para más información:

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