

Miles 33

Press Release

Miles House, Easthampstead Road
Bracknell, Berkshire
RG12 1NJ
Contact: Rob Parsons, +44 (0)1344 861133

North-West News Group of Northern Ireland selects fully integrated editorial and advertising system from Miles 33

System includes a Multi-Channel Sales and Commerce Platform with integrated CRM and Customer Portal, ROP and Classified Planning, full Credit Management System and a multi-media Editorial Content Management System, all integrated into one multi-channel publishing solution.

July 2019, Bracknell, UK – Miles 33 are pleased to announce that the North-West News Group, based in Omagh, Northern Ireland, have purchased a fully integrated multi-channel publishing solution from Miles 33.

The Miles 33 system comprises of:

- Gemstone Sales Platform with integrated CRM and Self Service Portal
- CMS3000 Credit Management System
- Beacon for ROP Advertising Planning and Classified Pagination
- Production Tracking for both Print and Multi Media Advertising
- GN4 Multi-Media Editorial Content Management System with integration to the existing WordPress WebCMS used across the group

The installation of the Miles 33 system will commence in July 2019, marking the start of an exciting transformation to the North West News Group business, offering the opportunity to explore new revenue streams whilst at the same time introduce efficiencies to improve the current production workflows.

About North-West News Group

North-West News Group is one of the largest media groups in Northern Ireland.

Headquartered in Omagh, Co Tyrone, the group publish eight weekly newspapers, an illustrious bi-annual bridal magazine and are providers of high-quality digital media content as well as market leading websites and exhibitions.



About Miles 33

Miles 33 is a global solutions provider for the Publishing and Media markets. With over 40 years of experience, Miles 33 is one of the largest and longest serving providers to these industries.

The current generation of solutions are designed to manage multi-channel content and cover all aspects of Advertising, Editorial, Internet and Mobile sales and distribution. All solutions are designed to help publishers increase their revenues with new advertising opportunities whilst lowering costs and improving productivity.

Miles 33 has offices in Berkshire, England; Connecticut, USA; Milan, Italy and Kuala Lumpur, Malaysia. Miles 33 also has distributors in Latin America, Croatia and Italy.

Visit Miles 33 at: www.miles33.com

