



Customer :  
**Salzburger Nachrichten**

Industry :  
Media

For more information, visit :  
Salzburger Nachrichten  
[www.salzburg.com](http://www.salzburg.com)

[meinSalzburg](http://meinSalzburg.com)  
[mein.salzburg.com](http://mein.salzburg.com)

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*Chefredakteur Manfred Perterer*

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## About Salzburger Nachrichten

Salzburger Nachrichten has been one of Austria's most respected daily newspapers since its founding in 1945. Readership varies from about 300,000 during the week to 600,000 on weekends, a third of which is located outside the state of Salzburg. In addition to the daily paper, the Salzburger Nachrichten Group has 6 weekly titles, a bi-weekly publication and 3 online properties, including the community-oriented [mein.salzburg.com](http://mein.salzburg.com).

## About mein.salzburg.com

[Mein.salzburg.com](http://Mein.salzburg.com) is a community site powered by Movable Type Community Solution. Its aim is to become the premier address for all information pertaining to life in Salzburg. As a portal dedicated to local content, [mein.salzburg.com](http://mein.salzburg.com) offers everyone - young and old, active and couch potato - tips and news about events, restaurants, travel and leisure. Both readers and editors publish articles on these topics, on which visitors to the site can comment and vote. To add another dimension of interactivity, the team behind [mein.salzburg.com](http://mein.salzburg.com) have configured a personal bookmarking function, organize regular games and giveaways, and have given users the option to upload photos and videos.

## Key benefits and features

- In the few months since its launch, [mein.salzburg.com](http://mein.salzburg.com) has already more than doubled in visitor numbers and has attracted a brand new audience to their main site, [salzburg.com](http://salzburg.com)
- Management at Salzburger Nachrichten chose Movable Type for its superior cost performance, ease-of-use and flexibility
- A simple and well-designed template set and the extensive selection of plug-ins allowed Salzburger Nachrichten to build exactly the site they had envisioned
- Thanks to the software's user-friendly architecture, the team was able to complete both development and integration phases in just 2 months
- Regular, dedicated tech support and training provided by Six Apart's European office saved time and money during development and maintenance stages