

## PRESS RELEASE

### **Making blocking ads fair to all: Gruner + Jahr adopts LaterPay AdVantage platform**

Hamburg February 10, 2016: How to handle ad blockers is a topic of heated discussion among the publishing world. Expanding cooperation with LaterPay, Gruner + Jahr tests LaterPay AdVantage on its sites [essen-und-trinken.de](http://essen-und-trinken.de), [livingathome.de](http://livingathome.de) and [schoener-wohnen.de](http://schoener-wohnen.de).

Björnholm, Digital Business Director Living & Food at Gruner + Jahr Digital Products comments: "We have used the ad protection solution AdVantage with [geo.de](http://geo.de) since November 2015. The high willingness among users to deactivate their ad blocker or to opt for a paid time pass has convinced us to deploy AdVantage on our Living and food sites as well."

With AdVantage, LaterPay offers publishers a way to optimize their own earnings by reducing their ad blocking ratio while receiving paid content revenue with a minimal effort in integration. When visiting the sites with ad blocker activated, users will see a LaterPay AdVantage dialog box. There, they are presented with the choice of having their own ad blocker deactivated, or alternatively, purchasing a one-day pass or one-week pass to use the particular site ad-free with the ad blocker activated.

With AdVantage, the familiar LaterPay principle comes into play. Users confirm purchase of a time pass with just two clicks and without prior registration. No payment needs to be made until content worth EUR 5 has been purchased. Publishers wanting to lower their ad blocking rate only need to integrate LaterPay connector to their sites by adding a few lines of code. Even with complex content management systems, complete integration requires only a few hours of work.



### **The concept behind LaterPay**

LaterPay makes selling digital content easy by letting providers choose between different revenue schemes. By separating payment from purchase for small Amounts, LaterPay sets the bar lower for entry with paid content. Users get immediate access to content with only two clicks without registration or pre-registration which lowers the barrier for impulse purchases. To that end, LaterPay sets up billing in a way that permits access across multiple sites and devices. Not until they've spent at least EUR 5, are users prompted to register and make a payment using standard payment methods before their next purchase.

### **About LaterPay**

LaterPay, a micropayment enabler headquartered in Munich, offers technology for content providers. Publishers and other content providers have the choice of complementing revenue schemes for their websites, ranging from the sale of individual content (pay-per-use, single sale) to time-based flat-rate schemes (time passes, (micro) subscriptions). With all product technology being developed in-house, LaterPay devotes particular attention to privacy and security concerns. Read more at [www.laterpay.net](http://www.laterpay.net).

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