



### **General Information**

Keesing Media Group (KMG) is the worldwide market leader in puzzles and braintainment. KMG has been successful with puzzles for over 100 years. Under the brands Denksport, Sport Cérébral, Tankesport and Megastar, KMG publishes almost 750 different puzzle publications with a total paid circulation of 200 million copies, inspiring puzzle fans in the Netherlands, France, Belgium, Denmark, Germany, Spain, Italy, Sweden, Norway, Hungary, Great Britain, Switzerland, and the United States.

### **History of Keesing**

In 1911 Keesing was founded by the Amsterdam-based journalist Isaïc Keesing. Owing to the success of his financial archives, Keesing could start his own publishing house in 1916. With the brand Denksport, Keesing introduced the first puzzle magazine in the Dutch market, setting off a new craze and ultimately becoming a household name. After 1945 Keesing expanded to cover different language zones. Keesing France, established in 1955, has been especially successful with its brand Sport Cérébral.

Since its inception Keesing has flourished as a result of the dedication that comes from being a family-owned business. Because of its growing success and visibility however, Keesing was purchased in 2006 by one of the largest Dutch media groups- TMG (Telegraaf Media Groep). Mid-2017 Ergon Capital Partners III acquired the majority stakes of Keesing Media Group. In December 2020, the shares of Ergon Capital and TMG were acquired by BC Partners, which makes BC Partners the majority shareholder of Keesing Media Group.

Because of our peerless match of enthusiasm and expertise, Keesing has become the largest publisher of puzzle magazines in the world. To maintain our growth, we will continue to offer and develop a wide range of puzzles in Europe, the United States and beyond. Our several decades of experience in the field of puzzles and publishing enables Keesing to continue expanding its markets, both in print and digitally.