

PRESS RELEASE

European Magazine Media Association: **LUXEMBOURGISH PUBLISHER MIKE KOEDINGER ELECTED AS NEW PRESIDENT**

EMMA, the European Magazine Media Association, has unanimously elected Mike Koedinger, Founder and CEO of Maison Moderne as its new president at its July Board meeting. The mandate of the Luxembourg publisher begins in July and lasts three years. Mike Koedinger succeeds Xavier Bouckaert, CEO of Roularta, who held this role since 2017.

Xavier Bouckaert, outgoing EMMA President, said: *“I wish Mike every success in his new role as President of EMMA. I thank all EMMA members for their commitment and support and look forward to continuing to support the work of EMMA.”*

Mike Koedinger said: *“It is a great honour for me to be elected as President of EMMA and to be the collective voice of the European magazine sector, strongly committed to media pluralism and a free and sustainable press. I look forward to working closely with all EMMA members and all EU institutional policy makers as we approach the end of the current political cycle with important challenges still to be addressed, such as the European Media Freedom Act and the AI Act.”*

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EMMA

The European Magazine Media Association, is the unique and complete representation of Europe's magazine media, which is today enjoyed by millions of consumers on various platforms, encompassing both paper and digital formats.

www.magazinemedi.eu