



**MONDADORI**

**MONDADORI PRESENTS «ITALIA» IN CHINA**

*The first magazine dedicated to Italian style*

Segrate, 24 September 2004 – **Italia** is the name of a new magazine that Mondadori will distribute in the most important cities in China aimed at meeting the interest of the a new Asian upper class in Italian style and products.

This unprecedented editorial project represents Mondadori's contribution to the support of important Italian companies in China. Mondadori also sees it as the first step for the introduction of the company's brands in the world's biggest potential market.

The **press conference**, which will be held at midday at the new offices of ICE (**the Italian Institute for foreign trade**) in Shanghai will include Carlo Rossella, editor of *Panorama*, Massimo Tagliani, Chairman of Mondadori Sistemi di Comunicazione, as well as the Italian A.mbassador to China, Gabriele Menegatti, the Italian Consul, Mario Filippi Pini and Gianfranco Caprioli, General Manager for the Promotion of Trade at the Ministry of Productive Activities.

«**Italia**» a unique journalistic product, is a showcase for Italian excellence which touches on all the main aspects of Italian style: with content, entirely in Chinese, expressly created for the Chinese consumer who aspires to «buy Italian».

**500,000** copies of «**Italia**» have been printed and will be distributed on an ad hoc network created by Mondadori with a local partner. The magazine will thus reach the top managers of large companies, big hotels, international restaurants (the *Shangrillà* chain), large scale retail outlets (the *Brilliance* chain), the trade fairs and exhibitions organised by MAP (**Ministry for Productive Activities**) and ICE (**the Institute for foreign trade**) as well as being included as a supplement (100,000 copies) to the most important Chinese business magazine, «Chief Executive China».

«**Italia**», which has been created with the contribution of the main titles of the Mondadori Group, has 140 pages organised in 6 sections (*Fashion, Interior design, Food, Travel, Hi-tech, Business*) the style, fashion, the Italian lifestyle model, as well as the design, interiors, cooking, art and history, industry, business and technology.

The project and the editorial management of «*Italia*» is the work of a new company of the Group - **Mondadori Sistemi di Comunicazione** - that was specifically created in 2003 to develop new communication projects, and which has had the support of the **Ministry of Productive Activities** and the **Institute for foreign trade** as part of a broader initiative («**Marco Polo Project**») to promote «Made in Italy» in China.

## **CHARACTERISTICS**

### **"Italia"**

**Language:** Chinese

**Launch date:** October 2004

**Format:** 21 x 27.5 cm

**Pages:** 136 pages + 4 cover pages

**Inside pages:** 80 gram glossy

**Cover:** 250 gram high-glossy

**Binding:** stitched

**Print run:** 500,000 copies

**Printing:** Doosan Group - Korea

*This document is available at <http://ame.mondadori.com> and can be downloaded from the section «Press Releases», where an archive of previous Press Releases can also be found*