



MONDADORI

PRESS RELEASE

MONDADORI: FROM TOMORROW *GRAZIA* HITS NEWSSTANDS ACROSS RUSSIA

Segrate, 26 March 2007 – Arnoldo Mondadori Editore enters the Russian magazines market with a new international edition of *Grazia*. The Russian-language version of the weekly, will be published in cooperation with Independent Media Sanoma Magazines, one of the leading publishing groups in Europe, with a particularly strong presence in central and eastern Europe.

Following the Group's recent entry into the French market, for Mondadori this is the next stage in its strategy for internationalisation, which aims to export, through its magazines, Italian style, quality and excellence in fashion, design and cooking.

Russia is one of the countries with the highest growth potential in the world, and one of the most dynamic and rewarding for Italian businesses. In the consumer magazine sector, in particular, significant growth is forecast, both in terms of circulation and on the advertising side, thanks to an enthusiasm for products with the *Made in Italy* label.

The Russian edition of *Grazia*, the country's first glossy fashion weekly, edited by Daria Veledeeva, will be a part of the "Grazia International Network", Mondadori's international circuit, directed by Carla Vanni, and created to promote in foreign markets, through the various international editions of *Grazia*, Italian elegance and lifestyle, for which the Mondadori weekly - a reference point in Italy for style and journalistic quality - is proving to be the most qualified ambassador.

From tomorrow *Grazia* Russia will be on the Russian newsstands, with a print-run of 120,000 copies.

Next Thursday, the 29th of March, Maurizio Costa, deputy chairman and chief executive of the Mondadori Group, Derk Sauer, CEO of Independent Media Sanoma Magazines, Daria Veledeeva, editor of *Grazia* Russia and Carla Vanni, director of "Grazia International Network", will present the new weekly in Moscow.

Independent Media Sanoma Magazines is a part of Sanoma Magazines, one of the largest consumer magazine publishers in Europe. The company publishes more than 300 magazines in thirteen different countries. Sanoma Magazines is a division of the leading media group in the Nordic region, Sanoma WSOY.