



MONDADORI

PRESS RELEASE

MONDADORI: IN SERBIA A NEW INTERNATIONAL EDITION OF CASAVIVA

Segrate, 3 November 2008 – *Casaviva*, the Mondadori monthly dedicated to interior design and Italian homes, is today also present in Serbia, published under licence by Attica Media Serbia.

The new monthly will be presented to international sector operators during the 46th "International Fair of Furniture, Equipment and Interior Decoration" (UFI) to take place in Belgrade between 10 and 16 November.

The launch of *Casaviva* Serbia is also being backed by a campaign with TV adverts, posters in the main Serbian cities and a series of events in some of the city's principal locations.

The magazine, with an initial print run of 50,000 copies, will be sold at a launch price of 99 dinars (about €1.25).

This new international edition of the Mondadori magazine further consolidates the Group's position in the Balkans and Eastern Europe. Mondadori is present with *Grazia*, *Casaviva*, *Grazia Casa* and *Sale&Pepe* in Bulgaria, Greece, Serbia, Croatia and Romania. There are now a total of 19 editions in the international network of Mondadori magazines.

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