



# MONDADORI

PRESS RELEASE

## **GRAZIA AUSTRALIA ON NEWSSTANDS FROM 21 JULY**

***Three months from the launch in India the International Network  
of the Mondadori women's weekly rises to 10 editions***

Segrate, 14 July 2008 - The debut of *Grazia* Australia, on newsstands from Monday 21 July, brings the number of international editions of the Mondadori title to 10.

*Grazia* Australia, published by ACP Magazines in a joint venture with Hearst under licence to Mondadori, will be a weekly and will go on sale with a cover price of A\$5 (€3.05).

The magazine is edited by Alison Veness-McGourty, who announced: "*Grazia* fuses style with substance, reality and reflection with the speed of a weekly, but the depth of a monthly. The magazine will absolutely make and break the news, but in a way that's honest, witty, emotive and fun. Never predictable or formulaic, will excite Australian readers."

The launch will be supported by a A\$7 million (around €4m) marketing campaign. "There is a buzz and anticipation about *Grazia* Australia that bodes well for its success. It's new, it's different and it has highly creative and experienced editorial and advertising teams whose passion will be reflected in the pages" claims Pat Ingram, ACP Magazines' Group Publisher Women's Lifestyle. "The response from advertisers has been remarkable and we are confident the same will be true from readers. This is an absorbing, exciting and eminently readable magazine that features an unrivalled mix of fashion, entertainment, news, trends and beauty."

Launch advertisers range from fashion and cosmetics, to cars and technology and include: Louis Vuitton, Prada, Peugeot, Sony, Elizabeth Arden and L'Oréal.

"Australian consumers are well known around the world for their passion for magazines, fashion and celebrities," commented Roberto Briglia, head of the Mondadori Group's Magazine Division. "And ACP Magazines," he continued, "has an extraordinary reputation in the fashion and celebrity sector, a long history of successful launches and, in terms of philosophy, approach and product quality, shares our vision, making *Grazia* a truly special offer for both readers and advertisers in Australia. With *Grazia* Australia we continue the development of our International Network for this Mondadori title leader in fashion which has a formula that has become an icon of style and elegance across the world: in just over



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three years we have exported *Grazia* to ten of the countries with the highest potential for growth in the magazine business.”

In addition to Italy, the Mondadori title is now published in Bulgaria, United Kingdom, Greece, the United Arab Emirates, Croatia, Serbia, Russia, Holland and India.

Scott Lorson, Chief Executive Officer, ACP Magazines, said: “The Australian edition of *Grazia* is a collaboration between three of the world’s leading publishers, ACP Magazines, Hearst and Mondadori, and *Grazia* reflects the calibre of this publishing partnership at every level. The magazine will enjoy support from PBL Media companies, of which ACP is part. *Grazia*’s integrity, intelligence and glamour will also be powerfully represented online at [grazia.com.au](http://grazia.com.au), a testament to a highly collaborative partnership between the creative teams from ACP Magazines and ninemsn”, the group company that develops the online activities, concluded Lorson.

Nick Spooner, ninemsn COO, said: “*Grazia* provides an outstanding opportunity for ninemsn and ACP Magazines to develop a truly unique online experience for our audience and for advertisers. We are delighted with the site and have received an overwhelmingly positive response from advertisers both to the site design and to the new online advertising formats offered.”

### About ACP Magazines

ACP Magazines is Australia’s leading magazine publisher. The company is the magazine arm of leading Australian media and entertainment company, PBL Media. ACP Magazines publishes over 85 titles in Australia which sell nearly 114 million individual copies each year. The company has an international portfolio of more than 70 titles in nine countries (New Zealand and Asia) including *Cosmopolitan*, *Dolly*, *Harper’s Bazaar*, *The Australian Women’s Weekly*, *Woman’s Day*, *NW*, *TV Week*, *Cleo*, *FHM*, *Madison*, *Wheels*, *Ralph* and *The Bulletin*.

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