



# MONDADORI

## PRESS RELEASE

### **GRAZIA DOUBLES ITS PRESENCE IN THE GULF WITH A SEPTEMBER LAUNCH IN BAHRAIN**

*Agreement reached with ITP*

Segrate, 29 June 2010 – Mondadori and ITP have signed an agreement for the publication of the Bahrain edition of *Grazia*, which is expected to hit the newsstands in September, bringing the total number of international editions of *Grazia* to 16.

*Grazia* Bahrain will be published monthly and in English. Circulation for the new foreign edition of the title, a symbol of Italian fashion and style, is expected to be over 10,000 copies and it will be distributed both through newsstands and at large-scale retail outlets with special display stands. The Bahrain edition will operate alongside *Grazia* United Arab Emirates, which was successfully launched (also under a licensing agreement with ITP) in November 2005.

“Mondadori is delighted to have reached this new agreement with ITP,” declared Zeno Pellizzari, the Mondadori Magazine Division’s head of International Activities and Syndication. “This is another step in the direction of ever-closer cooperation between our two companies. ITP already publishes, successfully and to very high standards of quality, the edition of *Grazia* for the market of the United Arab Emirates and we are confident they will do the same with *Grazia* Bahrain,” he concluded.

Uniquely in the market, *Grazia* Bahrain will be an innovative up-scale monthly aimed at meeting the needs of an evolved and style-conscious readership.

The sections of the magazine will range from fashion and beauty, and from international celebrities to unmissable news, and will target the constantly growing number of women interested in keeping up with new trends in fashion and beauty.

“The launch of an edition of *Grazia* specifically conceived for our country is the direct result of the rapid emergence of Bahrain as the fashion hub of the Middle East,” claimed Ali Awaki, managing director of ITP Consumer Publishing. “With the opening of the exclusive Fashion Mall, which has given Bahrain its first show rooms for up-scale brands and led to the opening of other icon stores, such as New York’s Saks Fifth Avenue, there was a need for an internationally renowned, high-quality fashion magazine to meet the growing expectations of the market,” concluded Mr Akawi.

#### **ITP**

ITP is the biggest publisher of business and consumer magazines in the Middle East. In addition to magazines, the internet and online titles, the company’s activities also include specialised magazines and event organisation.

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