



MONDADORI

PRESS RELEASE

MONDADORI ARRIVES IN INDIA: FROM 5 APRIL THE NINTH INTERNATIONAL EDITION OF GRAZIA

Mondadori will be the first Italian publisher to operate in the country

Segrate, 3 April 2008 – A new international edition of *Grazia* is launched. On 5 April the Mondadori title will be launched in India.

Grazia India is the result of a licensing agreement between Mondadori and World Wide Media, the country's leading English-language magazines publisher, created in a joint venture between BBC Worldwide and The Times of India.

The main titles published by WWM include, the celebrity newsmagazine *Hello!*, the women's fortnightly *Femina*, as well as the monthlies *Film Fare* and *Top Gear*.

The first issue of *Grazia* India will be on the newsstands with a print run of 150,000 copies, the biggest in the magazine publishing market in the country.

This new operation is a significant step forward in Mondadori's foreign expansion strategy, which is based on the publication in international markets of the company's most authoritative titles; brands recognised around the world as interpreters of style and quality in Italian fashion, luxury goods and lifestyle, as well as in design and cooking.

"Our arrival in India allows Mondadori to further extend the *Grazia* International Network", claimed Roberto Briglia, head of the Mondadori Group's Magazine Division. "In just over three years we have launched nine editions of *Grazia* in countries with high growth potential for magazines and the formula has made the Mondadori title an icon of elegance and style in the world," Briglia continued.

According to analysts' forecasts, of the next five years India will be the fastest growing magazine market in the world, with annual growth estimated at more than 13% and an increase in trade advertising of more than 10% (PricewaterhouseCoopers, *Global Entertainment and Media Outlook: 2007-2011*).

"For Italy's leading fashion and luxury brands and for the designers, India is one of the most interesting markets," added Roberto Briglia, "also thanks to the growing appreciation,



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by a new band of readers, for western trends and tastes. In this context, *Grazia*, which now has a consolidated position not only in Italy but also internationally, following the outstanding success of the title in the United Kingdom, launches in the Indian market as the most authoritative and qualified magazine for the Indian fashion system and for Indian women," Briglia concluded.

Grazia India, a new English-language glossy magazine, will put a strong emphasis on international trends and news, without overlooking the needs and the real lives of the readers. The magazine's formula will combine all of the musts of fashion and lifestyle with the latest news and information about beauty, travel, food; exclusive stories about international celebrities and the most significant personalities from Indian life, mixing international trends with local styles and preferences. In particular, fashion coverage will be markedly international, able to satisfy the needs of *Grazia* readers to be kept up to date with style and trends.

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