



MONDADORI

PRESS RELEASE

GRAZIA GETS 1 OCTOBER LAUNCH IN THAILANDIA: 14th EDITION AROUND THE WORLD

Segrate, 30 September 2009 – Mondadori is launching a new international edition of *Grazia*: from tomorrow the Italian women's fashion title will also be published in Thailand.

The new magazine is the result of a licensing agreement with Inspire Entertainment Company Limited, which is already the local Thai publisher of the interiors monthly *Casaviva*.

This international partnership further reinforces Mondadori's presence in the Far East, an area with the highest rate of growth in the magazine business.

Edited by Sudarumpai Chiang, *Grazia* Thailand will every month offer its readers the new trends from the world of fashion, beauty and lifestyle – paying particular attention to the excellence of Made in Italy and to a 'local flavour' – as well as all the latest news about celebrities.

Inspire Entertainment Company Limited, one of Thailand's leading publishers, has a portfolio featuring numerous international titles, in the male lifestyle segment, *FHM*, *Car*, *Zoo*, *Stuff*, and for women *Women&Home*, *Ray* and *Cawaii!*. The company is part of the media group Siam Sport, the country's third biggest group with a portfolio of more than 40 titles.

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