



MONDADORI

PRESS RELEASE

MONDADORI: FROM TOMORROW SALE&PEPE ALSO IN ROMANIA

The Mondadori International Network has now reached 16 editions

Segrate, 1 October 2008 – *Sale&Pepe*, the leading Italian top-of-the-range cookery monthly, makes its entry into the Romanian magazine market, becoming the country's first Italian magazine dedicated to food.

Sale&Pepe Romania, which joins the Serbian edition launched in 2007, will be published under licence by the Monden Media Group.

The monthly is aimed at predominantly female readers who love cookery and are looking for inspiration from the world's most famous cooking. Cristina Verona, former editor of *Elle* and *Reader's Digest* in Romania and now in charge of the new edition of the Mondadori magazine, explains: "By launching *Sale&Pepe*, we are bringing a little of Italy into the homes of the Romanians, always lovers of Italian food and wine

The first issue of *Sale&Pepe* Romania, on sale with 100 pages including 14 pages of advertising, will have a print run of 50,000 copies and a target of 100,000 readers.

This new launch brings the number of international editions of Mondadori magazines to 16, from *Grazia* to *Casaviva*, *Interni* and *Sale&Pepe*, names of top editorial quality which in just a few years have gained an international reputation as interpreters of Italian style in fashion, design and, ever more, cookery.

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