

MEDIAMOND: A MOBILE ADVERTISING CAMPAIGN OF IPAD APPLICATIONS BY EDIZIONI PIEMME

Segrate, 17 December 2010 – The mobile advertising campaign of iPad applications by **Edizioni Piemme**, whose catalogue of titles available from Apple's Appstore will reach eleven titles by Christmas, has been launched on **Mediamond** websites. In details the campaign has been planned on the Mondadori web and mobile sites held by the advertising sales agency, accessible on the iPad.

The focus of the initiative will be on some of the most successful titles of Edizioni Piemme, such as *Storie da ridere* and the bestseller *Nel Regno della Fantasia* of the popular children's character **Geronimo Stilton's**; *Il cacciatore di aquiloni* by **Khaled Hosseini** and the autobiographical *A un passo dal baratro* by **Paolo Brosio**.

"We are delighted to be able to promote our applications on the Mediamond network," declared **Laura Donnini** managing director of **Edizioni Piemme**.

"It is the first campaign for our mobile applications and we believe that the launch of the applications of our books will certainly benefit in terms of visibility and downloads," she concluded.

Satisfaction was also expressed by **Davide Mondo**, managing director of **Mediamond**, who said, "Our product portfolio is clearly the ideal platform for the realisation of an application advertising campaign. With the tools we have available we have designed an immediate communication campaign that focuses on the interests of the users that visit Mondadori's digital properties," he concluded.

Edizioni Piemme has a consolidated leadership in children's book publishing, with a market share of 18% (Source: Nielsen November 2010), thanks to the success of the "Il Battello a Vapore" and "Geronimo Stilton" brands, as well as its successes in the fiction, non-fiction and religion sectors for general readers.

Mediamond, the joint venture between Mondadori Pubblicità and Publitalia '80, was set up in 2009 for the sale of advertising on the web. Mediamond's portfolio is made up of a **network of 30 titles** that every month reach more than **8.4 million users** and **710 million page views**, which represents a **35%** coverage of internet users.

Mondadori Press Office

Tel. +39.02.7542.3159

rapportistampa@mondadori.it

Edizioni Piemme Press Office

Tel +39.02.43005.313/307.

elena.cassarotto@edizpiemme.it