



## **NEW CASAVIVA: EMOTIONS AND SOLUTIONS FOR HOME LIVING**

***On newsstands from tomorrow, 19 March, the Mondadori monthly ups the stakes on good taste, professionalism and elegance.***

Segrate, 18 March 2011 – **Casaviva**, the historic Mondadori interior design magazine, edited by Paola Girardi, from 19 March will be on newsstands with a completely new look; a change that ups the stakes on good taste, professionalism and elegance.

The logo, brought back from the first edition of the monthly published in 1973, has been given a modern twist, with a more colourful and visual impact. The layout is clean and refined, with each element given the best emphasis, thanks to evocative images to make the reader dream.

*Casaviva* will have a new positioning that balances aspirations and service with an editorial mix that combines both the desires of the target and practical service to help readers with more technical and style-related decisions.

The magazine, which features both tradition and the new, is now even closer to the reader. In fact *Casaviva* is a reference point for people who want to enjoy their homes with feeling and passion, offering interior plans and solutions linked to buying for the home and day-to-day home life.

The magazine opens with the traditional section on what's new, with a focus on the theme of the month, news and shopping.

And from this month *Casaviva* will revisit the **4 sections** on which the magazine is based.

The first is ***La casa del mese (Home of the month)***, an historic section which is based on an authentic design plan, for which under-30 architects suggest ideas and solutions to revamp a home. The second section, ***Abitare e dintorni (Living etcetera)***, presents homes and environments of different styles and moods. ***Piaceri e passioni (Pleasures & passions)*** is the section dedicated to food and entertaining, where readers can find recipes and ideas for a passionate and harmonious relationship with food and conviviality.

The final section, ***I nostri esperti (Our experts)***, invites the involvement of the readers and offers concrete and immediate solutions with the help of professionals from the sector.



The new formula of *Casaviva* has been warmly received by advertising clients: the April issue of the magazine has recorded, despite a rise in average ad rates during the period – an increase of over 30% in page numbers compared with last year; a figure that confirms the positive trend of the entire “Living” portfolio managed by Mondadori Pubblicità.

In support of the re-launch of *Casaviva* an advertising campaign has been planned across a variety of media: TV (Mediaset channels, Sky, MTV and digital), print (Mondadori magazines), web sites and points of sale. In particular, in the week of the re-launch, selected newsstands in the centre of Milan will be decorated with promotional materials highlighting the monthly’s re-launch.

The title has also opened a Facebook page <http://www.facebook.com/casavivamagazine>.

The new *Casaviva* will be on newsstands on Saturday 19 March, at the special price of €2.50.