

**PRESS RELEASE****GRAZIA: MORE THAN 6,600,000 COPIES A MONTH AROUND THE WORLD  
FOR THE INTERNATIONAL NETWORK****TWENTY EDITIONS OF THE MAGAZINE BY 2012, THIRTY BY 2015**

Segrate, 11 July 2011 – By 2012 Mondadori will launch five new international editions of *Grazia*.

The *Grazia* International Network ([www.graziainternational.com](http://www.graziainternational.com)), created in 2005, is a unique case in terms of the rapid development and quality in the offer, in the international magazine publishing industry.

There are currently 16 markets that have chosen *Grazia* whose unique and innovative formula has enabled the magazine to become one of the leading international women's fashion titles, alongside products from historic giants of magazine publishing such as Hearst and Condé Nast.

For the future, the Mondadori network has given itself even more ambitious objectives: to reach 30 international editions of *Grazia* by 2015.

"We are proud to have built in such a short time an international network linked to a brand with the quality and authority of *Grazia*, particularly in the context of a global scenario characterised by profound transformations for the publishing business," declared **Marina Berlusconi**, chairman of the Mondadori Group. "This initiative confirms, once again, Mondadori's vocation to grow in quality publishing," concluded Marina Berlusconi.

"The most significant characteristic of our system is the high number of weeklies published in some of the most important markets for magazines, including Italy, France, Great Britain, Germany, Russia and Holland," said **Maurizio Costa**, deputy chairman and chief executive of Mondadori. "This frequency of our relationship with readers is an extremely important element for the companies that invest in order to reach their public rapidly, with a significant impact on the success of their products in markets with high rates of growth," concluded Costa.

Through *Grazia* Mondadori delivers around the world the best of made in Italy fashion and luxury goods, highlighting the excellence and quality of our business system.

In fact the network of *Grazia* editions generates an overall monthly circulation of more than **6.6 million copies** around the world. The magazine is also published in China, Australia, India, the United Arab Emirates, Bahrain, Indonesia, Thailand, Serbia, Croatia and Bulgaria.

## **GRAZIA GLOBAL CONFERENCE 2011**

Today and tomorrow, more than 120 people - including editors, fashion editors, and representatives of the international publishing community and the world of fashion – coming to Italy from 20 countries, will join together for the **Grazia Global Conference 2011**, an international workshop organised by Mondadori at the Group's headquarters in Segrate.

The Grazia Global Conference 2011 is an occasion to discuss the key issues facing publishing - from editorial content to digital, branding operations and new advertising solutions - and to reflect on the strengths and opportunities for the further growth of an historic Italian brand.

A number of figures representing some of the world's leading luxury brands will also participate in the conference, including **Diego Della Valle**, President and CEO **Tod's**; **Remo Ruffini**, President and Creative Director **Moncler**; **Michele Norsa**, CEO and Group Managing Director **Salvatore Ferragamo**; Gabriella Scarpa, Country General Manager **LVMH Parfums & Cosmetiques**, President Acqua di Parma and General Manager Dior Couture Italy; **Isabella Capece Galeota**, International PR Director & Events **Louis Vuitton**; as well as Marissa Evans, CEO and co-founder of **Go Try It On**, and Kevin Roberts, CEO Worldwide of **Saatchi & Saatchi**.

The **Special guest** of the Grazia Global Conference 2011 is **Giorgio Armani**.

### **“THE GRAZIA IT AWARDS”**

“The Grazia It Awards”, created by the Grazia Global Conference, is an award given by the editors and fashion editors of the international network for three “must have” items, selected from among the collections of the most prestigious fashion designers.

**Giorgio Armani** stood out in the IT DRESS category with his *Femme Blue* collection.

The IT SHOES award went to **Bruno Frisoni** with his *Ballerina* model for **Roger Vivier**. While **Karl Lagerfeld** won the IT BAG category with his *Mademoiselle* bag for **Chanel**.

The three awards, produced by Patricia Urquiola, were presented by **Carla Vanni**, director of the Grazia International Network.