

COMUNICATO STAMPA

GRAZIA: WITH THE LAUNCH OF GRAZIA BOSNIA-HERZEGOVINA AND GRAZIA MACEDONIA THE NUMBER OF EDITIONS OF THE MAGAZINE PUBLISHED AROUND THE WORLD RISES TO 18

Segrate, 4 October 2011 – From this month *Grazia* is also present in Bosnia-Herzegovina and in Macedonia, published under licence by Color Press Group, the leading publisher of trade and consumer magazines in southeastern Europe. The company, which is based in Serbia, has a portfolio of over 84 titles, including international brands such as Hello, Joy, FHM, Economist and Intelligent Life.

The two new monthly editions of *Grazia* are aimed at readers interested in fashion and style, thanks to an innovative formula and an up-scale offer.

These two new launches, which take to 18 the total number of editions of the magazine published around the world, will reinforce the presence of the “Grazia International Network” in the Balkans, following the successes achieved in Bulgaria, Serbia and Croazia, the latter also published in partnership with Color Press.

“The continuing expansion of the Grazia International Network is, for us, further proof of the uniqueness and the appeal of the editorial concept of our brand which, in just six years, has become an international point of reference, even in a difficult economic context like the current one,” commented **Zeno Pellizzari**, head of Mondadori’s international activities.

“The collaboration with Mondadori is an excellent example of how an international brand like *Grazia* can be very successfully launched also in minor markets,” commented Robert Coban, CEO of the Color Press Group. “Just one year after our first agreement we have already published three editions and I am sure that our collaboration will not only continue, but will be reinforced in the coming years,” Coban concluded.