

**MONDADORI IS THE FIRST PUBLISHING GROUP IN ITALY TO WORK WITH FLIPBOARD WITH GRAZIA.IT, GRAZIA.FR AND GRAZIADAILY.CO.UK**

Segrate, 5 December 2011 – Mondadori has joined forces with **Flipboard**, the world's first social magazine for the iPad, to make content from **Grazia.it**, **Grazia.fr** and **Graziadaily.co.uk** available on Flipboard. International fashion and style aficionados can access the three language versions of Grazia in Flipboard's Content Guide, where the publications are featured this week.

Flipboard, named Apple App of the Year by Apple, allows readers to discover, browse and share digital content that has been optimised for iPad for an unparalleled reading experience. Additionally, they can flip through news, photos, videos and friends' updates on Facebook, Twitter, Google Reader, LinkedIn, Tumblr, 500px, Flickr and Instagram.

From today the section featuring Flipboard's recommended titles provides access to a range of digital content from the web sites of Grazia Italy, Grazia France and Grazia UK.

Mondadori is the first publishing group in Italy to work with Flipboard and Grazia the first digital women's title in Italian to be present on the app.

"We are delighted to be working with Flipboard which will enable us to make Grazia.it accessible to users of the app that Time included among the 50 best inventions of 2010," declared Vittorio Veltroni, general manager of Mondadori Digital. "Flipboard has recorded 4 million downloads across the world for the iPad, generating 600 million flips per month, a figure that is destined to rise. Grazia.it will then be available to an increasingly large audience, and audience that combines its passion for fashion with shopping, as well as socialising," concluded Vittorio Veltroni.

"With Grazia Flipboard readers can access the content of one of the brands that is synonymous with fashion and style in Italy, France and the United Kingdom," claimed Christina Mace-Turner, head of partner strategy at Flipboard. "For the first time, we are integrating content in three different languages, a first step in customizing the Flipboard experience for our readers around the world." Mace-Turner, concluded.