

GRAZIA: AGREEMENT FOR INTERNATIONAL EDITION IN SOUTH AFRICA

Segrate, 24 January 2012 – Mondadori has signed an agreement for the publication of **Grazia South Africa** with *Media24*, the leading publisher in Africa in the business and consumer magazines market.

This launch extends the reach of the *Grazia International Network* for the first time with an edition also in this continent.

John Relihan, chief executive of Media24 declared: “*Grazia* has become a global brand and we believe it can have the same level of success in South Africa as it has had in other countries. We are delighted to embark on this new adventure with a partner like Mondadori,” Relihan concluded.

Liezl de Swardt, general manager of Media24’s Women’s Interest division, explained: “The first edition of *Grazia* was published in 1938 and since then the magazine has become one of the key brands in fashion, and a leader in the women’s weekly market at an international level”.

“*Grazia* South Africa will be the first on the African continent,” declared **Zeno Pellizzari**, head of Mondadori’s International Activities. “We are very proud to be working with Media24 and with this launch we are sure that we will have a decisive impact on the competitive scenario in South Africa, just as we’ve had in France, the UK, Germany, China, Russia and Holland,” Pellizzari concluded.

The weekly *Grazia* South Africa will be characterized by the usual ‘easy chic’ formula that distinguishes the *Grazia* brand around the world: fashion, news and celebrities, enhanced with international trends and local style and tendencies.

Media24

Media24, is Africa’s leading publishing group, with its principal activities in the south of the continent. It is the biggest magazine publisher and one of the most important players in the newspaper sector, as well as operating as a printer and distributor of magazines and digital content.