

COMUNICATO STAMPA

TV SORRISI E CANZONI: ALFONSO SIGNORINI NEW EDITORIAL DIRECTOR

ALDO VITALI APPOINTED EDITOR

ROSANNA MANI CO-EDITOR OF THE WEEKLY

Segrate, 27 February 2012 – From the issue that will appear on newsstands next week, Alfonso Signorini will be the editorial director of *Tv Sorrisi e Canzoni*, while continuing to maintain his role as the editor of the weekly *Chi*.

Aldo Vitali, currently the executive co-editor of *Tv Sorrisi e Canzoni*, will become the new editor of the magazine and Rosanna Mani will remain as the title's co-editor.

Aldo Vitali, who was born in Milan in 1957, has a degree from the University of Florence. After some initial professional experience, in 1986 he joined the entertainment staff of *il Giornale*, before moving in 1994 to *La Voce* and in 1996 to Walt Disney Italia where he was deputy editor of *Topolino*. In 1999 Vitali was appointed deputy editor of *Max* and in August 2000 co-editor of *GQ Italia*.

In 2003 Vitali joined the staff of *Tv Sorrisi e Canzoni* where he held a series roles of increasing responsibility, becoming executive co-editor in 2008.

First launched in 1952, *Tv Sorrisi e Canzoni* once again this year confirmed its position as Italy's most popular weekly with a readership of some 4,398,000, an increase of 3% on the previous official survey (Audipress 2011/III).