

MAGAZINES: 82% OF ITALIAN READERS READ MONDADORI

- ∞ **Tv Sorrisi e Canzoni and Chi are the top two most widely read weeklies**
- ∞ **Donna Moderna the absolute leader among women's weeklies**
- ∞ **Focus Italy's most widely read magazine**
- ∞ **Among monthlies, Cucina Moderna and Starbene in the top slot of their respective segments**

Segrate, 14 February 2012 – New recognition by readers of the titles produced by the Mondadori Group, Italy's leading magazine publisher.

Figures published by Audipress (2011/III) show continued growth in readership for the Group's weeklies and monthlies and that 82% of the readers of magazines in the country read Mondadori titles.

LEADERSHIP

In particular, according to the survey, every week Italians choose the magazines *Tv Sorrisi e Canzoni* and *Chi*: with a readership of 4,398,000 people, an increase of 3% on the previous survey (Audipress 2011/II), ***Tv Sorrisi e Canzoni*** confirms its position as Italy's most widely read weekly; followed by ***Chi***, which is in the number one position among women's entertainment weeklies, with a continuously rising readership (3,614,000 readers, +4.6% compared with Audipress 2011/II).

There were big numbers also for ***Donna Moderna***, which once again is shown to be the most popular women's weekly (2,710,000 readers, +3.6% compared with Audipress 2011/II).

With a monthly readership of 6,441,000 (+4%), ***Focus*** remains Italy's most widely read magazine.

Moreover, according to the Audipress figures, an increasing number of Italians read Mondadori's cooking titles, with the company holding 73% share in this market segment. Among the monthlies, ***Cucina Moderna***, is the most widely read (+14% compared with Audipress 2011/II).

Meanwhile ***Starbene*** confirmed its absolute leadership (1,532,000 readers), also recording the best performance in the wellness segment (+7.5% compared with Audipress 2011/II).

BEST PERFORMANCE

There was great satisfaction at Mondadori also for the best performances recorded by other titles in the portfolio in the cooking and interiors.

Cucina no Problem recorded the best growth (+17%) in the cooking segment, in which also ***Sale&Pepe*** stands out (+4,6%), appreciated by readers following the recent renewal.

In the consumer interiors segment, in which Mondadori has a 57% share, there was a brilliant result by ***CasaFacile*** (+15%), followed by the monthly ***Casaviva*** with an increase of +7.4% to reach a readership of 967,000, and recording strong growth particularly among women.

In addition, there was also significant growth by ***Confidenze*** (+23.3%), ***Economy*** (+20%), ***Ciak*** (+13.5%), ***Guida TV*** (+11.6%), ***Men's Health*** (+10.1%), ***Pc Professionale*** (+8%), which was also the only IT title to be included by Audipress in the segment, and ***Panoramauto*** (+8%).