

## **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%).