

## COMUNICATO STAMPA

### GRAZIA FROM 29 NOVEMBER ALSO IN POLAND

Segrate, 28 November 2012 - From 29 November *Grazia* will also be published in Poland. The new international edition of the magazine, the result of a licensing agreement with the Bauer Publishing House (Wydawnictwo Bauer) of Bauer Group, will be a fortnightly.

Thanks to this partnership, the Polish magazine market will be enriched with an upscale brand that is already an international symbol of the elegance and style *Made in Italy* fashion. The new edition of *Grazia*, edited by Anna Zaleska, will consequently offer also to Polish readers the unmistakable mix of celebrities, fashion and lifestyle that has always characterised Mondadori's historic fashion title.

"We are sure that when our readers get to know *Grazia* they will be enthusiastic and won't want to be without it: the new magazine will capture their attention by offering them the best of celebrities and lifestyle," declared the editor, Anna Zaleska.

The launch of *Grazia* in Poland will be supported by an advertising campaign across a range of media: TV, print, radio, B2B on the internet, billboard, POS and outdoor.

The campaign has been developed by the Polish company Happy Hours.

The arrival of the new international edition will also be celebrated with a party offered by Bauer Media Group tomorrow, to be attended by a number of celebrities, advertising clients, media agencies and media specialists.