

PRESS RELEASE

MONDADORI TO LAUNCH IN SPAIN THE FIRST INTERNATIONAL EDITION OF *ICON*

In the autumn the male title will become a supplement of the daily newspaper El País

Segrate, 18 July 2013 - *Icon*, the men's fashion and lifestyle magazine, is exporting its successful formula to Spain where it will be launched in the autumn, the first international edition of the title, as a supplement of the newspaper *El País*.

Icon Spain is the result of a licensing agreement between Mondadori International Business and Promotora de Revistas General and Ediciones El País, which plans to publish 10 issues a year of the magazine. With a daily average of 1,929,000 readers and an average daily circulation of 324,814 copies in 2012, *El País* is the leading Spanish-speaking national newspaper and also has a strong online presence, with 15.6 million unique users in April 2013.

In its Spanish version, *Icon* will confirm the formula that has brought its success in Italy: a strong focus on the contemporary man and the icons that represent him, through the eyes of leading photographers and the most prestigious international style journalism.

First launched in Italy in April 2011 and edited by Emanuele Farneti, *Icon* is the men's magazine linked to *Panorama* and gives an account of the icons of pop culture and celebrates trends and tendencies in fashion, art, design, architecture and lifestyle.

A formula that is appreciated both by the public and the advertising market, and which has enabled *Icon* to quickly position itself at the forefront of the men's fashion segment in terms of the number of advertising pages in the months of publication. A contribution to the excellent performance in Italy has also been made by a web channel with a rich range of photo galleries, videos and blogs, the launch of "deluxe" versions of the magazine intended for a circuit of selected newsstands and bookstores, and a special issue dedicated to sport, in addition to the organisation of events in collaboration with the most prestigious fashion and luxury brands.

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