

Press release

## **GRAZIA IS NOW AVAILABLE ALSO IN MEXICO THE NUMBER OF INTERNATIONAL EDITIONS RISES TO 23**

*Segrate, 18 November 2013* - From today *Grazia* will also be published in Mexico: the new international edition of the magazine, which will be published fortnightly, is the result of a licensing agreement signed between Mondadori and Editorial Televisa.

This launch further expands the *Grazia International Network*, which for the first time will have an edition on the Americas. In particular, thanks to this partnership, the Mexican magazine market will be enhanced by the inclusion of an upscale brand that is already an established international representative of elegance and style *Made in Italy*.

“The launch of the 23<sup>rd</sup> edition of *Grazia* finally sees our magazine present also in the Americas,” declared **Zeno Pellizzari**, head of Mondadori’s International Activities. “We are particularly pleased about this partnership with Gruppo Televisa, Latin America’s leading media group, and we are confident that *Grazia* Mexico will soon be followed by other editions in the main countries in the continent,” Pellizzari concluded.

*Grazia* Mexico, edited by Fernanda Lebrija Garfias, will introduce readers in the country to the unmistakable mix of celebrities, fashion and lifestyle that has always characterised Mondadori’s historic fashion magazine.

“We are extremely satisfied with this partnership that brings *Grazia* to Mexico, the first country in Latin America to have an edition of the magazine. We are convinced that the characteristics of *Grazia* will be appreciated by both readers and advertisers, thanks to content that is distinguished for its high quality and the attention it gives to women’s real interests,” declared **Mar Abascal**, publisher of the magazine in Mexico. “Editorial Televisa is the world’s biggest Spanish-language publisher. We can therefore claim to have a clear idea of what Mexican readers want and this is why we are convinced that *Grazia* will very soon become the favourite magazine of women in our country,” concluded Mar Abascal.

The magazine, that will have a circulation of 100,000 copies and be distributed in Mexico and Central America, will have a cover price of 36 pesos (€2.00), and will be launched with a special promotional price for the first issue of 25 pesos (€1.40).

The launch of *Grazia* Mexico will be supported by a media campaign on TV, print, radio and outdoor, focused on the concept of *Made in Italy*.

Editorial Televisa is Latin America’s leading media group. It is the biggest magazine publisher and among the leading players in the newspaper sector, in addition to printing and the distribution of magazines and digital content. Editorial Televisa publishes more than 186 magazines, distributed through more than 80,000 sales outlets in Mexico and Latin America.

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