

PRESS RELEASE

ICON: THE MAGAZINE'S FIRST INTERNATIONAL EDITION WILL BE PUBLISHED TOMORROW IN SPAIN WITH *EL PAÍS*

Segrate, 6 November 2013 - From tomorrow *Icon*, the *Panorama* fashion and lifestyle magazine, will also be published in Spain as a supplement to the national daily *El País*.

Icon Spagna will be the first international edition of the Mondadori title which, with this launch, underlines the success of a formula that in Italy has made the title a point of reference for male style and culture among leading fashion and luxury brands.

"This launch will give an additional boost to the international development of our brands," declared Ernesto Mauri, chief executive of the Mondadori Group. "We are sure that, having created a highly successful system that has led to the publication of *Grazia* in more than 20 countries around the world, *Icon* can become for the market the most qualified interpreter of Italian fashion and elegance for men," Mauri concluded.

Also with this new edition, that will be edited by Lucas Arraut Barroeta, *Icon* is aimed at readers who are attentive to trends in fashion, art, design and lifestyle, as represented by contemporary icons. For the cover of the first issue of *Icon*'s Spanish edition, a leading player from the international film scene, James Franco.

"The certified international success of *Icon* is a further proof that also publishing is an aspect of the excellence of made in Italy. This achievement is the result of the intelligent, continuous and never-ending efforts to improve the title made by Emanuele Farneti and his team since 2011. *Panorama* is consequently proud to accompany *Icon* in its new path and to stand beside the title for its future success," said Giorgio Mulè, editor of *Panorama*.

"Just two years since the launch, *Icon* has become an international format and we are delighted with this development and proud to be able to work with a partner of such outstanding journalistic quality as *El País*. Together we will work to make *Icon* a point of reference for male style," declared Emanuele Farneti, editor of *Icon* in Italy.

"We are enthusiastic to be the first international edition of *Icon*. The Spanish version is the best in terms of journalistic quality and photographic excellence, which are part of the nature of both *Panorama* and *El País*, and to which will be added the typical aspects of Spanish lifestyle which, in our view, will contribute to strengthening the brand," underlined Lucas Arraut Barroeta, editor of *Icon* in Spain.

The magazine will be distributed to the readers of *El País*, a leading Spanish-language newspaper, on the first Thursday of each month, with a print run of 300,000 copies for ten months of the year.

Icon Spagna will also make its debut online at icon.elpais.com: a channel wholly dedicated to male lifestyle and an ideal point of encounter for readers of the print edition, with enhanced editorial content including interviews and multimedia content such as photo-galleries, backstage video clips and fashion shoots.

The launch of the new magazine will be celebrated with a party at the Salón de Baile del Círculo de Bellas Artes in Madrid, and will be supported by a national communication campaign on TV, print, radio, internet and outdoor.

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