



MONDADORI LAUNCHES *IL MIO PAPA*, THE WORLD'S FIRST WEEKLY ENTIRELY DEDICATED TO POPE FRANCIS

A print run of 3 million copies in the first month of launch

Segrate, 3 March 2014 - Mondadori has announced the launch of *Il mio Papa*, the world's first weekly entirely dedicated to the Holy Father.

"The idea for a magazine designed to report on and share the words and actions of Pope Francis came from observing how his election has stimulated a renewed interest on ethical, religious and moral issues," said the editor **Aldo Vitali**. "In fact, the current Pope is a figure who, thanks to his empathy, as well as the power, the courage and the simplicity of his message, has won over everyone, both the faithful and non-believers," Vitali concluded.



Il mio Papa, on newsstands every **Wednesday** from **5 March**, has a positive and popular approach with an easy-to-read, colourful and engaging layout as well as moving photographic images.

The magazine will report on the week of the head of the Catholic church - his meetings, pronouncements, engagements and audiences (in particular the Angelus and the Wednesday general audience) – paying special attention to the message of change that characterise the pontificate of Pope Francis. There will also be articles on the people and facts that inspire his work and words, as well as smaller items of curiosity and images that show the great simplicity of the Holy Father in the most ordinary daily events.

Il mio Papa will be a meeting place for readers who can also send letters, poems and other contributions for publication in the magazine.

Every week a space will also be dedicated to a worthwhile ONLUS, (a non-profit charitable organisation) highlighting the organisation's commitment and mission with a view to attracting support.

A double poster of the Holy Father will be included as a gift, along with the most significant phrase of the week, and every issue will feature the illustrated history of the life of Pope Francis written for *Il mio Papa* by Tiziana Lupi and published in instalments in the form of a pull-out insert to be collected. Completing the features is a column on the saints of the week, a list of TV programmes on faith and the cartoons that are dedicated to the Pope from around the world.

The first issue of *Il mio Papa* will also include an extensive feature celebrating the anniversary of Papacy, that will also be covered in a special DVD to be included as a supplement to the magazine the following week.

The new magazine will have a total print run in the first month of **3 million copies** and the communication campaign, managed by Tita, will involve a range of media; TV, newspapers,



Mondadori magazines, point of sale posters and banners in St Peter's Square in Rome. The weekly will be on sale at newsstands with a launch price of **€0.50**. Shortly it will also be possible to follow *Il mio Papa* also on the web site www.miopapa.it, and on Facebook and Twitter.

Web: www.mondadori.it

Feed RSS: <http://www.mondadori.it/Extra/RSS-Feed>

Twitter: <https://twitter.com/mondadori>

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