



## PRINT, WEB, TABLET, MOBILE AND INITIATIVES ACROSS THE COUNTRY: PANORAMA REINFORCES ITS SYSTEM

Segrate, 26 March 2014 - The **Panorama** system is being reinforced to include all of the channels of communication, from print, the web, tablets and mobile, as well as initiatives and events across the country.

In particular, from tomorrow, the Mondadori newsmagazine edited by **Giorgio Mulè**, will present itself to readers in a decidedly **new look**, designed by Pier Paolo Pitacco and created with the art director Roberto Bettoni and, making the magazine more modern, elegant and easy to read thanks also to the use of opaque glossy paper .

But the real change will be in the **second half of the magazine**, which will be called **Link** and will modify the editorial mix by tipping the wink to men's passions: from fashion (with features and still life) to cosmetics, art tours, from culture to music, technology and cars, and, of course, design. The first half of the magazine will remain focused on the most important current affairs from Italy and around the world, including the investigative reporting that has always been a hallmark of *Panorama*.

This revamping of the weekly is part of an overall updating of the system around *Panorama*. In fact, from 2014, the women's title **Flair** the male lifestyle magazine **ICON** (launched with great success in October 2013 also in Spain with *El País*), have both gone from five to six issues per year.

The development of *Panorama* is proceeding at the same rate also on the web. The **Panorama.it** web site, thanks to its ability to offer immediate and detailed news, focused on the extensive use of multimedia content, in January and February 2014 attracted more than **4 million unique users** (4.4 in January 2014 and 4.1 million in February 2014), with a total of around **16 million page views per month** (Source: Censuario ShinyStat). And there was huge growth, compared with 2013, in the brand's presence on the main social networks: the number of **Facebook fans** has almost reached **100,000**, while doubling the number of **followers** on **Twitter** (54,000).

Plus, for the first time ever, *Panorama* is going on tour around Italy with "**Panorama d'Italia**", a live & media experience that, **from 2 April**, starting in Reggio Calabria, will visit 10 Italian cities with a calendar of 150 integrated initiatives and dialogue with 300 speakers and 3 million citizens and establishing a link between the excellence of Made in Italy in the world of business, the economy, culture, food and wine.

The new *Panorama*, on newsstands from Thursday 27 March at a special price if just **€1**, will also be a collectors' issue: in fact, the cover, entitled **La meglio Italia (The Best of Italy)** has exceptionally been designed by the Oscar winner **Dante Ferretti**.

In support of the magazine, a multichannel media campaign has been organised with the claim "**Panorama entra nel vivo**" (*Panorama* gets to the heart of things), on leading TV, newspapers, radio and web media.

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