



**MONDADORI LAUNCHES GIOCHI,
A NEW QUIZ AND LEISURE MAGAZINE
FROM TV SORRISI E CANZONI**

132 colour pages and 360 games of 6 different levels of difficulty

Segrate, 30 July 2014 – Friday 8 August will see the arrival on newsstands of *Giochi*, a new Mondadori magazine entirely devoted to games and quizzes and the most amusing ideas for passing leisure time and relaxing.

Giochi, which is produced by *Tv Sorrisi e Canzoni*, the weekly magazine edited by Aldo Vitali, is unique of its kind and comes in the form of a large-format magazine with a glossy cover and 132 full-colour pages and made up of games and quizzes for leisure time produced in an innovative and original way. Over 360 games, the most extensive offer on the market, are classified in 6 different levels of difficulty indicated by the use of different colours.

From great quiz classics, such as crosswords, Sudoku, encryptions and puzzles, to new and fun features, such as mosaics, logic games and word grids. Plus, 10 pages especially designed for younger quiz masters.

The first issue of *Giochi* will feature a big competition linked to the solution of a crossword with a prize of an MSC cruise for two to the Canary Islands.

The communication campaign – with the claim “*un passatempo divertente, un relax intelligente*” (an amusing pastime, an intelligent way to relax) – will involve TV, radio, Mondadori weeklies, posters at points of sale and large-scale retail outlets. The magazine will be on sale at newsstands at a price of €2.90.

Giochi is produced and edited by Axioma, a company specialised in crosswords and quizzes.

Press office Mondadori
Ph. +39 02 75423227
email: gaetano.lombardo@consulenti.mondadori.it
www.mondadori.it