

Press release

GRAZIA INTERNATIONAL NETWORK ANNOUNCES TWO NEW EDITIONS:

FROM THIS MONTH GRAZIA IS OUT IN QATAR

AND IN 2015 WILL ALSO COME OUT IN TURKEY

Segrate, 27 November 2014 - **Grazia International Network**, created by the Mondadori Group for the publication around the world of *Grazia*, is to add two new editions, taking to 24 the number of countries in which the brand is present.

2015 will start with the launch of *Grazia Turkey*, to be launched in February as a weekly by the Ommedy Group, one of the country's most active publishing groups.

"This new partnership is an important breakthrough that will enable us to extend the presence of the Grazia International Network in the Mediterranean area, in an economy, like that of Turkey, that is performing brilliantly and becoming a privileged stage for new investments in the world of fashion," declared **Zeno Pellizzari**, general manager of Mondadori International Business.

But *Grazia Turkey* is not the only news: from **this month** November the magazine is also available in **Qatar**, following a licensing agreement reached with ITP Consumer Publishing Ltd, that also publishes *Grazia Middle East* and will next year celebrates its tenth anniversary.

This new launch consolidates **Grazia's** presence in one of the Emirates fastest growing countries, with the world highest per capita income and a high concentration of luxury brands.

Grazia Qatar, edited by Carrie Buckle, and *Grazia Turchia*, edited by Ayşe Ferhangil, are aimed at readers who love elegance presented in an unmistakable editorial mix and an upscale offer with a special interest in Made in Italy style.

The Grazia brand is at the centre of a global multichannel system that ranges from print to the web, social media and TV, and which has also opened up to the world of fashion and e-commerce. Through its publications and web sites, the Grazia International Network (www.graziainternational.com) reaches a total of 17 million readers and 16 million unique users each month, with a monthly circulation of 10 million copies; the Grazia Network is also on Facebook, Twitter and Instagram, with the account @grazianetwork.

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