

FROM TOMORROW *GRAZIA* IS AVAILABLE IN MOROCCO

*With this new launch the Grazia International Network
expands its presence in Africa*

Segrate, 1 December 2015 - From tomorrow, Wednesday 2 December, *Grazia* will be published monthly also in Morocco. The new magazine, the result of a licensing agreement with the Italian-Moroccan company Anna Press, will be in French and edited by Aida Semlali.

Thanks to this new partnership Mondadori will consolidate its presence in Africa by exporting also to Morocco, following the success of the edition launched in South Africa in 2012, the unmistakable mix of fashion, celebrities, news, trends and lifestyle that characterises the Mondadori title around the world, currently published in 24 countries: a unique upscale brand, universally recognised as a synonym of Made in Italy elegance and style.

The launch of *Grazia* Marocco will be supported by a press, social and billboard campaign and, on Thursday 4 December, an exclusive event will take place in Marrakesh that will recreate the typical atmosphere of the era of *la dolce vita*, to celebrate, along with local advertisers, institutions and personalities the launch of the new magazine.

It will also be possible to follow *Grazia* Marocco on graziamaroc.ma, as well as on all the leading social networks.

Grazia, first published in Italy in 1938, has built a global multi-channel system around itself which, starting from print, now includes TV, the web, social media and fashion e-commerce. Grazia operates in foreign countries through the Grazia International Network, created by the Mondadori Group for the launch of the magazine around the world. With its publications and web sites, the Network reaches a combined audience of over 17 million readers with more than 10 million copies sold every month and a digital presence with more than 50 million page views and 24 unique users per month.

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