



MONDADORI

PRESS RELEASE

FLAIR: FROM TOMORROW IN FOUR NEW COUNTRIES

**FOLLOWING THE FIRST INTERNATIONAL LAUNCH IN AUSTRIA, THE MONDADORI
MAGAZINE MAKES ITS DEBUT IN THE CZECH REPUBLIC, SLOVAKIA,
SLOVENIA AND HUNGARY**

Segrate, 21 October 2009 – From tomorrow the monthly *Flair* will be present in six different countries: the Mondadori fashion and lifestyle title, which was born in Italy, will be published under licensing agreements also in the Czech Republic, Slovakia, Slovenia and Hungary by Ahead Media, the publisher that launched the Austrian edition in 2008.

“With this new operation Mondadori takes the style of one of its most innovative brands to the very heart of Europe,” stated Zeno Pellizzari, head of International Activities in the Magazine Division of the Mondadori Group. “We are sure,” Pellizzari continued, “that after the success in Austria, Ahead Media will be able to make the best of the opportunities offered by the style and international outlook of *Flair* in these four new countries.”

First launched in 2003, the Mondadori magazine is now leading the upscale women’s title in fashion images and anticipation of trends, thanks to its unique approach to international fashion and news. The four new editions of *Flair* will share, each in its own language, dedicated fashion services, beauty, lifestyle, as well as celebrity interviews. Every month the separate editorial teams will enrich the issue in their country with content that best reflects local habits and news, including reportage, surveys and articles on the most well-known personalities.

The launch of *Flair* in the Czech Republic, Slovakia, Slovenia and Hungary will be supported by an outdoor campaign, as well as satellite TV and point of sale.

Along with the Austrian edition, the four new international editions of *Flair* will have a total monthly circulation of more than 100,000 copies.

Based in Vienna, Ahead Media is one of the leading publishers of up-market magazines in Europe, thanks to a portfolio especially focused on important international lifestyle titles such as *IQstyle*, *Ahead*, *H.O.M.E*, *anyway*.

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