

PRESS RELEASE

GRAZIA: FROM 20 FEBRUARY ALSO IN KOREA

The network of international editions of Grazia sells 7 million copies per month

Segrate, 19 February 2013 – From tomorrow, 20 February, *Grazia* will also be published in Korea, as a result of a licensing agreement with Seoul Cultural Publishers. The magazine, which will be the only fortnightly in the Korean market, will be edited by Seong-hyeon Ahn.

This new launch further reinforces the presence of the “Grazia International Network” in Asia where *Grazia* has established itself with unprecedented success, beginning in China, before continuing in Thailand, Indonesia and India.

“Korea is a country in which fashion, beauty and celebrities are subjects of great interest. And, in a moment of world economic downturn, ours is one of the few markets that is growing,” declared the editor Seong-hyeon Ahn. “*Grazia Korea* will be a big success exactly like the other editions of the magazine around the world. I am sure that the characteristics of this historic title will perfectly match the needs of today’s women,” the editor concluded.

The new edition of *Grazia*, which is an interpreter around the world of Italian style and elegance in fashion and lifestyle, is aimed at a female readership interested in fashion and style, and featuring an innovative formula and upscale offer.

Established in 2005, the “Grazia International Network”, one of the most dynamic in the world, is characterised by the speed of development in the most significant publishing markets: from France to the UK, and from Germany to China and India, with overall monthly sales of over 7 million copies.

The launch of *Grazia Korea* will be accompanied by a communication plan on the web and social media, as well as TV, print, radio, B2B, PoS and outdoor media.

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Mondadori Press Office

+39.02.7542.3159 – rapportistampa@mondadori.it