

PRESS RELEASE

GRAZIA ALSO IN SPAIN FROM 13 FEBRUARY

With this and the Korean edition, out soon, countries where the magazine is present rise to 23

Segrate, 12 February 2013 – From tomorrow, Wednesday 13 February, *Grazia* will be available also in Spain thanks to a licensing agreement with Prisma Publicaciones, a company 100% owned by the Planeta group. The new magazine, edited by Charo Izquierdo, brings to ten the number of weekly editions of *Grazia* in the world, completing the presence of the [Grazia International Network](#) in continental Europe.

With this and the Korean edition, to be launched next week, the number of countries in which the magazine is published rises to 23. Thanks to this partnership, the Spanish magazine market will now include a upscale brand that already represents the elegance and style of Italian fashion around the world. The new edition of *Grazia* will introduce Spanish readers to the unmistakable mix of celebrities, fashion and lifestyle that has always characterised Mondadori's fashion magazine.

"*Grazia* is will enter the panorama of Spanish women's magazines as a product that has been missing until," said Charo Izquierdo, editor of the title. "There has not been in our market a title that combines fashion and news, and which responds to the needs of women readers. I'm sure that *Grazia* Spain will be a new element as it has been with the other editions in the rest of the world," Izquierdo concluded.

Unique in the international publishing scene for the speed with which it has exported the brand to four continents, *Grazia* is one of the most popular titles in the fashion and beauty sectors. In addition to Italy, the magazine is successfully published in France, Great Britain, Germany, Holland, Russia, Australia, United Arab Emirates, South Africa, China, Indonesia, Bahrain, India, Thailand, Croatia, Serbia, Slovenia, Bulgaria, Bosnia and Herzegovina, Macedonia, Poland and soon in Korea.

The launch of *Grazia* Spain will be supported by a communication plan ranged across TV, print, radio, B2B, online, outdoor point of sale.

Mondadori Press Office
+39 02 75423159 - rapportistampa@mondadori.it

Web: www.mondadori.it
Feed RSS: <http://www.mondadori.it/Extra/RSS-Feed>
Twitter: <https://twitter.com/mondadori>