



RCS MediaGroup: *Abitare* in Bulgaria

Milan, 10 September 2008 - *Abitare*, the monthly magazine published by RCS MediaGroup, dedicated to architecture, design and interior décor - sector leader in Italy - will be launched in Bulgaria in November 2008.

The Bulgarian edition will be produced in partnership with QM Ltd, the leading publisher of high-profile magazines in the sector, previously behind the local editions of *Bravacasa*, *Amica*, *L'Europeo* and *Max*.

The new edition of *Abitare* - also available in a Chinese edition - represents another important step in the group's expansion strategy in countries experiencing rapid economic growth: Bulgaria estimates annual growth of 12% in the publishing market in 2009 (source: Advertising Expenditure Forecasts 2008 – Zenith Optimedia).

The launch of *Abitare* in Bulgaria brings the number of RCS MediaGroup titles in the country up to five, confirming its policy to consolidate its presence abroad, partly via the creation of key partnerships through which to build a successful publishing business.

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