



RCS MediaGroup: *Bravacasa* in Turkey

Milan, 20 May 2008 – RCS MediaGroup is to launch the eighth overseas edition of *Bravacasa*, its monthly magazine dedicated to home furnishings, interior architecture and design, on sale in Turkey from September 2008.

Bravacasa Turkey will be produced in partnership with Ciner Gazete Dergi (the publishing division of the Ciner Group), which already has several successful titles in Turkey, where the advertising market is expected to grow by 17.5% in 2008 (source: Advertising Expenditure Forecast 2007 - Zenith Optimedia).

The Ciner Group is a major presence in Turkey, where, in addition to its publishing interests, it has more than 30 companies operating in commerce, industry, services, energy, mining and television.

“We are honoured to join forces with RCS MediaGroup”, said Mehmet Demirel, President of the Magazines Division at Ciner Gazete Dergi. “Following the formula used for other titles that we publish on licence with overseas partners, *Bravacasa* will be based on the Italian edition, but with major features on Turkish architecture and design. We are convinced that *Bravacasa* will secure high circulation levels and strong advertising revenues in Turkey”.

Bravacasa – a sector leader in Italy – is also distributed in Greece, Indonesia, Slovenia, Georgia, Croatia, Serbia and Bulgaria. The editorial staff of all the international editions met at the Milan Furniture Fair recently to discuss future projects and new editorial and commercial synergies.

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