



RCS MediaGroup: *Bravacasa* in Greece

Milan, 26 March 2008 - Bravacasa, the monthly magazine devoted to home furnishings, interior architecture and design, will be launching a new edition in Greece in 2008.

The Greek edition will be published in partnership with the multimedia group Pegasus Publishing SA, which operates in the daily newspaper, periodical and online markets, and which already publishes under licence *Max*, the RCS MediaGroup monthly magazine mainly targeting a male readership. *Bravacasa* will be distributed with the sunday edition of daily newspaper *Ethnos*, according to a successful formula that has proved very popular in Greece. Greece is particularly attractive for magazine publishing, with periodicals accounting for more than 36% of its advertising market (source: Advertising Expenditure Forecast 2007 - Zenith Optimedia).

The Greek edition further strengthens *Bravacasa's* international platform, taking the number of licences abroad to seven: the publication is leader in its segment in Italy, and is also available in Greece, Indonesia, Slovenia, Georgia, Croatia, Serbia and Bulgaria. During the international furniture exhibition, the *Salone Internazionale del Mobile*, to be held in Milan from 16 to 21 April 2008, the editorial staff of all the international editions of *Bravacasa* will meet to discuss future projects, as well as new publishing and commercial synergies.

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