



## **RCS MediaGroup: with launch in Ukraine, *Bravacasa* reaches its 10<sup>th</sup> edition**

*Milan, 30 October 2008* – *Bravacasa*, RCS MediaGroup's leading monthly magazine dedicated to home furnishings and design, has launched its 10<sup>th</sup> edition. After Turkey, Greece, Indonesia, Slovenia, Georgia, Croatia, Serbia and Bulgaria – where the magazine is already on sale and has proved a great success in terms of circulation and advertising – *Bravacasa* will be launched in Ukraine in December 2008.

The new edition will be produced in co-operation with Ukrainian Media Holding, a leading Ukrainian publishing firm which is owned by the international multimedia group United Media Holding. Listed on the Frankfurt Stock Exchange, United Media Holding is a major player in the eastern European publishing market, with 52 titles and a total of 237 million copies printed in 2007.

*Bravacasa* Ukraine forms part of RCS MediaGroup's international growth programme, which involves the strategic use of licensing in order to gain a foothold in countries enjoying strong economic growth: Ukraine's advertising market in particular is expected to grow by 21.2% in total in 2009 (source: Advertising Expenditure Forecast October 2008 – Zenith Optimedia).

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