



## Press Release

# LEIweb.it: your “feminine” side is just a click away

## The RCS MediaGroup’s site for women goes online

*Milan, 15 October 2008 - [www.leiweb.it](http://www.leiweb.it):* RCS has launched a website aimed specifically at women. Through LEIweb.it women surfers can from today access a world of information covering their many interests at any time: “*Tutto è subito*”, as the advertising campaign launched in the last few days says.

LEIweb.it, which makes use of all RCS Periodici newsmagazines, and in particular *A, Amica and Io Donna*, has ten large sections, including fashion, beauty, cookery, horoscopes, entertainment and hobbies, each of which have dedicated blogs and forums allowing visitors to have their say. The website also gives much space over to typical web interactive applications, such as photogalleries, videos, tests, databases and games. The whole website has elegant and clean graphics, and is easy to navigate.

LEIweb.it was based on research that identified potential visitors as women with many interests looking on the internet for help in optimising their time management through service-oriented information and for an enjoyable space in which they can have discussions, make comments, add content and share ideas and opinions.

“For all these reasons, we believe LEIweb.it will become the natural checkpoint for women on the web”, comments site director Marina Fausti.

The creation of the LEIweb.it portal is part of RCS MediaGroup’s strategy of further developing its brands also by strengthening its presence on the digital market. As well as allowing RCS Periodici, already leader in women’s publications, to further enrich its content for women, the new website will form an important part of the Group’s advertising activities.

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