



**CAIROCOMMUNICATION**

**PRESS RELEASE**

**CAIRO EDITORE: THE NEW WEEKLY FEMALE MAGAZINE “DIVA E DONNA” EDITED BY SILVANA GIACOBINI IS IN THE NEWSSTANDS TODAY**

**Milan, 16 November 2005:** Starting from today, it is in the newsstands “Diva e Donna”, the new weekly female magazine published by Cairo Editore. The first issue will have a print run of 500,000 copies and a launch price of €1.

“Diva e Donna”, edited by Silvana Giacobini, is a weekly magazine of new generation addressed to women, more and more leading actors of our society, talking of famous women, discovering their unknown aspects, and anticipating fashion, beauty and psychophysical wealthness trends.

The launch will be supported by an advertising campaign on TV, in the press and at newsstands, at a total cost of about €3.5 million. This new project is expected to generate revenues of more than €30 million at Group level in the first 12 months, comprising circulation sales and advertising, with more than €20 million coming from advertising sales alone.

This project is part of Cairo Editore’s aggressive development strategy in the weekly magazine sector. Thanks to the great success of “Settimanale Di Più” (average circulation of 835.296 over the October 2004 – September 2005 twelve -month period, up 4 % on the same period last year) and “Di Più TV” (average circulation of 708.484 over the February– September 2005 eight-month period), significant growth in margin and income has been recorded at Group level.

*Cairo Communication Group is a leading Italian publisher for weekly magazine and advertising sales Group, recognised as one of the first to have developed a multimedia sales approach, beginning with print media and expanding later into TV and the Internet. It has recently entered into the telephone directory market.*

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