

# Edipresse Polska launches "Party Celebrity lives"



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Emetteur : Edipresse Group

**The new fortnightly magazine, covering renowned celebrities and stars, ?**

**Party Celebrity lives,? will make today its debut on the Polish market. The publication is being launched by Edipresse Polska S.A., one of the foremost magazine publishers in Poland.**

**Edipresse Polska publishes 16 titles, including the prestigious and exclusive fortnightly ? Viva!? the market leader in the celebrity news segment.**

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*Party Celebrity lives?* is a unique concept. Unlike any other magazine in Poland, the publication covers the lives of celebrities in a narrative and highly visual manner. ?The strength of ? *Party?* is its authentic and vivid photographs and layout, which make for an easy and entertaining read. ?

*Party?* magazine's photo essays reveal the real lifestyles of local and international celebrities,? according to Editor-in-Chief, Aneta Wikariak

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*Party Celebrity lives?* targets young, active urban woman with secondary and/or higher level education. The first edition will come out in a large attractive format at a special promotional rate. Edipresse Polska is supporting the market launch with an intensive multi-platform advertising campaign, primarily on television, but also on the radio and on the Internet, in the press and at points of sale. This campaign is image-based and will last 5 weeks.

## **Key Facts about ?**

### ***Party Celebrity lives?***

? Average circulation in 2007: 460'000 copies

- ? Planned sales: 180'000 copies
- ? Gross page rate: PLN 49'500
- ? Number of pages: 84
- ? Cover price: PLN 1.99 (promotional rate)

**Editor's Note:**

**Edipresse Polska S.A.** publishes 16 magazines in Poland, including: the fortnightly ? *Viva!?*; the weekly ? *Przyjaciółka?*; a number of parenting magazines such as ? *Mamo to ja,?* ? *Twoje dziecko?* and ? *Twój maluszek?*; the health monthly ? *Vita?*, a beauty magazine ? *Uroda?*; an exclusive interior decoration monthly ? *Dom i wn?trze?*; a shopping monthly ? *Hot Moda & Shopping?*; as well as the leading opinion weekly ? *Przekrój?*

**Edipresse Group** is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

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