



Citizen K Spain, Spring 2005

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Focus Ediciones, **publishers of the Spanish market leading titles** DownTown, NOX and FHM, **has teamed up with New K, publishers of Citizen K International, France's leading luxury magazine, to launch in Spain a new high-profile title:** Citizen K Spain.

A horizontal fashion and lifestyle quarterly published in Madrid and Paris, *Citizen K Spain* will take over newsstands in March 2005 with a massive 2.5 million Euro launch campaign. The creativity is currently being designed by the creative agency DDB, and will target Spain's trendsetting, professional women.

The legendary talent of the team publishing *Citizen K International* in the fashion and design community, combined with the commercial successes of Focus Ediciones in the Spanish market and the know-how and market leadership of Groupe Edipresse International (the majority shareholders of Focus Ediciones) not only ensure that *Citizen K Spain* will be the markets trendiest glossy, but will also provide advertisers with the most powerful vehicle for reaching the affluent Spanish female consumer.

Daniel Medvene, CEO of Focus Ediciones, says: ?I am extremely excited to launch such an attractive, unique, and proven editorial formula as Citizen K in the Spanish market. With the professional Spanish woman spending more money than ever before on luxury goods and clothing (up 200 percent in the last 2 years), I am convinced that Citizen K Spain is the ideal vehicle to capture the imagination of the Spanish woman and inspire her with award winning photography and editorial, covering the latest in fashion, design, cuisine, arts, music, and travel.?

Kappauf, CEO of New K and publisher of *Citizen K International*, says: "I am thrilled by the perspective of developing the aura of the *Citizen K* brand in a country as dynamic and culturally rich as Spain. I am also very pleased to start this venture with the brilliant team Daniel has gathered at Focus Ediciones".

For all further information

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