



# Edipresse Ukraine is launching new woman weekly magazine ? Polina

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Emetteur : Edipresse Group

**Polina is a new and a first of its kind in the women weekly segment in Ukraine.**

Polina will be produced by a local Ukrainian team, with authentic materials. The publication combines «classic» women topics, with actual and timely articles on important issues appealing to Ukrainian woman. Polina will cover such themes as fashion and beauty, non-political news, real stories, psychology and health, social issues and concerns, home living and cooking and celebrity and people. Polina is an advisory and service magazine providing readers with practical, relevant and useful solutions to every day life. The magazine is, dynamic up-to-date and comprehensive, with a tone which is light and accessible to the reader.

Polina readers are aged between 20 and 45. The majority are urban, working women with higher education and average and above average income. Polina is a magazine that attracts active women with a positive attitude to life. Polina women are looking to achieve the right work-life balance. These are women who like to experiment and take command and organize their lives, and those around them. They value their family and personal relationships, yet at the same time they are motivated and committed to being in control of their destiny.

**Edipresse Ukraine** is one of the leading publishing houses on Ukrainian market with prominent leadership by circulation in respective segments. The company publishes 15 titles: Edinstvennaya, Tvoe Zdorovye, Tvoy Malysh, Horoshye Roditeli, Viva!, Viva!Biografiya, Yunaya ledi, Tvoya uyutnaya kvartira, Rukodeliye, Tvoy cvetnik, Eto vkusno!, Jdem malysya, Zdorovye malysya, Pervyj god and Goroskop.

**The Edipresse Group** is a media and communications company, based in Lausanne, Switzerland. The company publishes over 160 magazines and newspapers in 18 countries including Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania, France, China and several other

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[http://new.edipresse.com/index.php/en/presse/communiqués\\_de\\_presse/2006/edipresse\\_ukraine\\_lance\\_polina\\_un\\_nouvel\\_hebdomadaire\\_feminin](http://new.edipresse.com/index.php/en/presse/communiqués_de_presse/2006/edipresse_ukraine_lance_polina_un_nouvel_hebdomadaire_feminin)

Asian countries.

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