

Edipresse AS Romania launches the prestigious magazine Psychologies



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Edipresse AS România has just launched, under license from Finev (France), the renowned monthly (lifestyle) women magazine «Psychologies» - the world's first publication devoted to helping women better understand themselves and enjoy their lives in a more meaningful and intelligent manner.

The changing dynamics of family and love life, increasing professional mobility and challenges, the need for personal references in a fast changing world, evolving ethical values, the emergence of philosophy and new types of spirituality, are only some of the issues ?Psychologies? deals with in a close, friendly and accessible manner. ?Psychologies? enjoys the support and contributions from leading experts from around the world, who are recognized leaders in the fields of behavior, personality and relationships.

In every country, ?Psychologies? is read by the most upscale women of the market: urban, active, educated and well read. ?Psychologies? caters to women who are open-minded, sophisticated in their choices and preoccupied with strengthening and bonding with their emotional intelligence. ?Psychologies? women prefer books over glossy magazines. An audience segment which is not especially well served by other women publications. For all those reasons ?Psychologies? can truly be considered as a new type of women magazine.

?Psychologies? was launched on September 25, as a monthly, with a print run of 20.000 copies and a rate card of 13.000 RON per advertising page. With a long standing experience in print media, the editor-in-chief is Iuliana Alexa.

?Psychologies? is published in France, Italy, Spain, UK, Russia, Belgium, China and South Africa. Everywhere, its level of circulation is already among the leaders of upscale women magazines.

Editor's Note:

Edipresse Group is a 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.

Edipresse AS Romania, prominent magazine publisher in Romania, is a joint venture between the Edipresse Group and Axel Springer AG, 60% - 40% respectively. The company publishes twenty titles: Elle, Elle Decoration, Elle Man, Avantaje, Viva!, Viva biografii, Popcorn, Look!, Sana, Joy, Computer Bild, Familia mea, Familia mea ? Baby, Lucru de mîna, Creativ, Lucru de mîna ? Punct în cruce, Lucru de mîna ? Tricotaje, Vacanța ta perfectă, Povestea mea and Întâmplări Adevărate.

Axel Springer AG is the biggest newspaper publisher and third largest magazine publisher in Germany. With more than 170 newspapers and magazines in 33 countries, Axel Springer is Germany's most creative and profitable publishing house and also a leading international media enterprise.

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