New Edimpresa publication: FHM reaches Portugal

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The Edimpresa publishing group is launching FHM magazine in Portugal. The highly-rated leading international men's magazine will be the talk of the town, exuding personality and irreverence. Peter Boucherie Mendes is the editor of this magazine for men who love women, games, women, culture, women, automobiles, women, fashion, and women among other subjects. The launch is set for March 2005.

FHM is an English original that is published on five continents, in 27 countries (Portugal will be the 28th edition) and 22 languages, selling more than 3,500,000 copies a month worldwide. It is number one (in 21 countries) or number two (in the remaining countries) wherever it is published.

Intended for a male target audience aged between 18 and 40, the FHM that will reach the hands of Portuguese readers will be sexy, innovative, useful, original in outlook, top-notch, refined and very, very uplifting. The various sections of the magazine will cover everything from interviews to automobiles, via fashion, culture and a multitude of other interesting subjects. The FHM graphic concept is another enticing feature of the magazine that also aims to delight the eyes of men who love female beauty.

Published monthly, FHM magazine will reach the newsstand in March 2005 and pledges to supply its readers with lashings of beauty, cheerfulness, irreverence and information. It will be the talk of the Portuguese media world.

For all further information:

Miguel Costa Gomes

General Manager Edimpresa

Tel.: +351 (21) 469 87 31

E-mail

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