



Edimpresa is launching Rotas do Mundo

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Emetteur : Edipresse Group

Edimpresa (joint subsidiary of the Swiss group Edipresse and the Portuguese group Impresa) is launching ROTAS DO MUNDO, a monthly travel magazine with the aim of making it the market leader.

A far cry from tourist clichés, ROTAS DO MUNDO is a magazine written by travellers for travellers. Its strength lies in its combination of excellent photography with extremely lively articles and well-documented practical information. The magazine has a cooperation agreement with the Spanish

Rutas del Mundo published by Edipresse España.

Edimpresa is the major magazine publisher in Portugal. The company is a joint-venture of the two groups: Edipresse and Impresa.

Edipresse is a press house based in Lausanne, Switzerland. It publishes over 130 magazines and dailies and is expanding its activities in Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania and Mexico.

Impresa is the biggest media group in Portugal and is present in television (SIC) and in the press (Expresso).

For all further information:

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http://www.edipresse.com/en/layout/set/print/presse/communiqués_de_presse/2005/edimpresa_lance_rotas_do_mundo

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