



Edipresse AS Romania is launching ?Vacanta ta Perfectã? and ?Lucru de Mãnã?

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In October, Edipresse AS Romania is launching, under the license of Edipresse Hymosa Spain, two more titles:

Vacanta ta Perfectã (original title:

Rutas del Mundo) and

Lucru de Mãnã (original title:

Labores del Hogar) - the best-selling magazines in Spain and Portugal, on their segment.

Rutas del Mundo, first published in December 1989, in Spain, has become one of the most important reference source in the Spanish tourist sector. Under the motto "travelling without secrets",

Rutas del Mundo is the travel magazine for the readers interested in getting accurate and reliable information on their holiday destinations, routes and tourist objectives, becoming a trusted advisor in holidays planning.

Written by travellers for future travellers,

Vacanta ta Perfectã; avoids the clichés of other magazines specialized in travel, using the experience as a source of information. The magazine creates appetite for journeys through colours, layout and photos.

The magazine appeals to both men and women, aged 25 to 45 years, active, with urban residence (big cities and Bucharest), high school and university graduated, higher-than-average income. Launched in 1926, in Spain,

Labores del Hogar is the best-selling magazine in Spain and Portugal in its segment. (The circulation of the magazine in Spain: 71'208 copies).

Lucru de Mână is a practical magazine, describing and covering every possible needlework technique: all types of embroidery, cross-stitching, crocheting, knitting, tapestries etc. Positive and practical,

Lucru de Mână appeals to women looking at needlework as a way to relax, an art form, a hobby; the magazine becoming an information source in this field. An element of much interest for the readers is the sewing pattern for gobelins and embroideries, present in every issue of the magazine.

The target of the magazine is represented by women aged 25 to 45 years, urban residence (small and big cities), high school and university graduated, with average and higher-than-average income. The magazines will be launched with an initial net print run of 20'000 each, with a minimum of 116 pages and an advertising rate card of 1'500 EUR/ full page.

Edipresse AS Romania is a joint venture between the international press group Edipresse, with branches in fifteen countries, based in Switzerland at Lausanne and Axel Springer AG, one of the leading international media enterprises. Edipresse AS Romania publishes eleven titles: *Avantaje, Elle, Viva!, Olivia, Popcorn, Deco Style, Sana, Look, Joy, Povestea mea* and *Intimplari adevarate*.

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