



FHM: the most EFFICIENT advertiser of the year

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FHM Spain has been awarded the most prestigious recognition in the latest edition of the Spanish Advertising Efficiency Awards 2005, organised by the Spanish Advertisers' Association (AEA).

The ceremony gathered more than 2,000 of the most distinguished members of the business, communication and arts sectors in Spain. FHM was honoured with three golden awards in the leading categories, including the Grand Efficiency Award 2005. This is the first time that a media brand has been awarded this recognition.

The Efficiency Awards ?this year in its 7th edition? measure an advertising campaign's capacity to accomplish the brand?s objectives. FHM Spain?s release campaign not only positioned the magazine as the sales leader overall in newsstand sales, but it also achieved an unprecedented amount of free publicity from creative and interactive buzz marketing actions.

FHM Spain has average monthly copy sales of 219,294 and a monthly audience of 526,000 readers, more than any other men's lifestyle magazine in its market.

FHM Spain is but one of the titles of Focus Ediciones, part of the Edipresse Group, and owners of market-leading magazines such as DT, NOX, SIE7E and Citizen K.

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