



Edipresse Ukraine is launching new weekly magazine in the TV guide segment ? TV Ekran

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TV Ekran is a new and a first of its kind TV guide in the Ukraine. Produced by a local Ukrainian team, with authentic materials, TV Ekran brings to the Ukraine a new type of high quality TV guide title. The magazine is dynamic, up-to-date and comprehensive, with a tone which is light and accessible to the reader.

The publication includes 3 main sections: stars and celebrities, TV programming and advisory and service oriented stories and articles aimed at an entire family audience. TV Ekran will cover such themes as celebrity and people, TV-news, film-reviews and premiers, beauty, psychology and health, home living and cooking. Many contests and quizzes will make it both enjoyable and interactive reading experience.

TV Ekran's value also comes from its extensive and unique programming coverage. More than 55 channels will be tracked and featured on colour coded spreads, making it easy and simple for the reader to navigate.

TV Ekran's readers are aged between 28 and 50, with a majority of readerships situated in age bracket of 30-35 years old. The female / male breakdown is 55% / 45% respectively. TV Ekran families are typically well educated and earn an average to above average income. In addition to dedicated TV viewers, TV Ekran is a publication which attracts readers who have a positive attitude to life, and who are looking to achieve the right work-family balance.

Edipresse Ukraine is one of the leading publishing houses on Ukrainian market with prominent leadership by circulation in respective segments. We publish 16 titles: Edinstvennaya, Tvoe Zdorovye, Tvoj Malysh, Horoshye Roditeli, Viva!, Viva! Biography, Young Lady, Polina, Tvoya

uyutnaya kvartira, Rukodeliye, Tvoy cvetnik, Eto vkusno!, Jdem malysha, Zdorovyе malysha, Pervyj god, Veselye Ideyki and Goroskop.

The Edipresse Group is an international media and communications company, based in based in Lausanne, Switzerland. The company's main activities are in the area of newspaper and magazine publishing and digital media. With a portfolio of over 160 publications, Edipresse is present in 18 countries including Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania, France, China and several other Asian countries.

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