



Prestigious magazine ?Psychologies? is intended to be launched in Romania

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Edipresse AS Romania is intending to launch next year, under license from Finev (France), the esteemed lifestyle magazine ?Psychologies?, the world's first publication devoted to helping women better understand themselves and live a better life. In a fast changing world, more and more women want to further develop their own potential, improve their relationships and become a better parent, partner and/or friend. ?Psychologies? brings new ideas, insights and inspiration to help them do it.

The changing dynamics of family life, increasing professional mobility, the need for personal references, evolving ethical values, the emergence of philosophy and new types of spirituality, are only some of the issues ?Psychologies? deals with in a close, friendly and very accessible manner. With the support and contributions from world renowned experts, who are leaders in the field of behavior, personality and relationships, the magazine is a guide that helps readers strive for a more richer and meaningful life.

?Psychologies? readers are mostly women aged between 30 and 40, university graduates, urban residents, with average to high disposable income. The reader is active, opened minded, interested in self-development and takes pride in connecting to, and communicating her emotions. Most of all, she has a positive approach to life, and is willing to find innovative ways to improve it. ?Psychologies? builds on its readers life experiences and positions them to navigate through new sets of challenges and opportunities.

?Psychologies?, relaunched in 1998 in France, has enjoyed tremendous success in the last ten years, with a circulation over 350 000 copies and a second place ranking of advertising revenues for a monthly publication. Over the last two years ?Psychologies? has launched in Spain, Italy, UK, Russia, China and, next in South Africa.

Edipresse AS Romania, prominent magazine publisher in Romania, is a joint venture between the Edipresse Group and Axel Springer AG, 60% - 40% respectively. The company publishes seventeen titles: Avantaje, Elle, Elle Decoration, Elle Man, Viva!, Viva Biografii, Popcorn, Sana, Look, Joy, Lucru de mina, Vacanta ta perfecta, Computer Bild, Familia mea, Povestea mea, Povestea mea ? Noroc la joc and Intamplari adevarate.

The Edipresse Group is a media and communications company, based in Lausanne, Switzerland. The company publishes over 160 magazines and newspapers in 17 countries including Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania, France, China and several other Asian countries.

Axel Springer AG is Germany's biggest newspaper publishing house. With over 150 newspapers and magazines in 32 countries, Axel Springer is Germany's most creative and profitable publishing house and also a leading international media enterprise.

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