

Citizen K, the French luxury magazine, will be launched in Russia this autumn



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Moscow, Lausanne. August 2007 - Kommersant, a leading newspaper and media company in Russia and the Swiss based Edipresse Group, are concluding licensing agreements for the Russian launch of Citizen K in October 2007.

Published in Paris on a quarterly basis, Citizen K is considered a reference point and a leader in the high end, fashion, lifestyle and trends segment.

Citizen K enjoys an intimate relationship with leading luxury fashion and consumer goods brands. Citizen K provides advertisers with privileged access to a selection of readers who spend regularly on up scale products and services. Marketers admire the uniqueness of the publication and the imaginative approach to fashion photography.

With a steady growth in circulation and readership, Citizen K is equally appreciated by readers. The publication is designed for both female and male audiences and is known for generous approach, providing readers with more than 400 pages of content which is relevant and presented in a spectacular format.

The Russian edition will be the second foreign edition. In 2005, Citizen K launched its first foreign edition, Citizen K España, under license to Focus Ediciones. Within a year, the title has reached a certified circulation level of well more than 100'000 copies and its success has positioned the title at as a premier fashion publication.

According to Sergei Nikolayevich, Editor in Chief, 'Citizen K is a magazine, which has been long awaited in Russia. It is a new concept, mixing of glamour and intellect, presented in a high quality, visual appealing manner. This new generation glossy publication has the possibility of quickly becoming a trendsetter in the Russian up market fashion and lifestyle trends segment?.'

Commenting on Citizen K Russia, Kappauf, Founder of Citizen K, cites a famous letter from Descartes to Queen Christina of Sweden: 'Poised as I stand, with one foot in one country and the other in another, I find my condition most fortunate in that it is free.' According to Kappauf, 'as I see it, freedom is the only form of luxury that's worthwhile. Hence, my desire to express the wish that 'revolutionary luxury' which has propelled our magazine since it was founded should also delight the Slavic soul of the Russian people. And I rejoice at the prospect of seeing Russia open up to Citizen K.'

About Kommersant

Created in 1989, Kommersant is a one of the most authoritative and influential media companies in Russia. The company's flagship publication, Kommersant national daily business newspaper, is the country's most respected sources of business, financial, economics news, and political news and information in Russia. The Kommersant also publishes several highly respected and regarded weekly and monthly economic and opinion magazines. In the last few years, the company has launched magazine brand extension under the Kommersant name in the luxury segment. Kommersant employs more than 1700 people and its readership exceeds more than 1 million people.

About Edipresse

Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

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