



From 16 February, the new-look LUNA, the «monthly magazine for women who love...to choose» is back on the newsstands.

From 16 February, the new-look LUNA, the women's monthly published by Class Editori, for "Women who love...to choose", is back on the newsstands.

LUNA is dedicated to adult women, aged 28 to 48, from the upper and middle classes, who are not currently served by a magazine conceived just for them, which is informative and caters to their tastes.

LUNA, which is back on the newsstands after being discontinued for two months, has been designed instead to give real women all the information and opportunities they need to make choices, with contents and features which are more similar to men's magazines. In fact each article in the many pages of features begins with **Why...**, to emphasize the fact that the magazine is dedicated to women who want to understand before they choose.

«With the new-look LUNA, the market no longer has to target several magazines for its communication investments. We now have a monthly magazine which is unique in publishing and advertisers are guaranteed that they will reach the target they are most interested in» commented Paolo Panerai, editor-in-chief of LUNA.

The magazine will reach its target group as it is sold with *ItaliaOggi*, the newspaper for professionals working in finance, management and law, with a circulation of 90,000 copies and a female readership of more than 35%.

Highlights of the magazine, which has taken inspiration for its beauty features and elegant fashion features, among others, from one of the world's most prestigious magazines - Town&Country - the US monthly for the upper classes in publication for the last 160 years, include 10 pages of **LUNA in the world**, with reports from leading newspapers published in the West as well as in Asia, in China and India, demonstrating the magazine's new global outlook. Plus there are many other features dedicated to **Fashion&Style, Beauty&Wellbeing, Jewellery&Watches**, as well as **Art&Culture, Travel, Etiquette** and **Food**.

The cover of the first issue of the new-look LUNA, which will come out the day before the Milan Spring/Summer fashion shows, does not feature a model wearing a new trend-setting style, but is dedicated instead to one of the most influential designers, Miuccia Prada. The leading fashion critic, Susannah Frankel, editor of the Independent, analyses the style evolution of Miuccia Prada, in a remarkable retrospective which reflects on the evolution of taste and helps readers understand exactly where today's best fashion has come from and where it's heading. This echoes the new format of LUNA, which gives readers the information they need to understand what's happening behind the scenes and to make informed choices.

For further information, please contact:

Gian Marco Giura

Communication

- Investor Relations -

Tel: 02-58219395

Fax: 02-58219452

E-mail: **Investors and analysts**, ir@class.it

Press, press@class.it