

## **PRESS RELEASE**

December 5, 2011

### **Roularta takes new initiatives in the lifestyle field in 2012**

Roularta Media Group is replacing the bimonthly “Gentleman” magazine with new initiatives: the Dutch-language edition of “The Good Life” magazine, which has just been launched in France (four issues in 2012), and Trends Style (six issues in 2012).

“Trends Style” is a new lifestyle magazine in the same format as Trends/Tendances. The title used to be published in the Nineties, but then became a column in the weekly Trends/Tendances magazine.

The column in question will not disappear, but, six times a year, the reader will receive a classy magazine along with the Trends package, highlighting the latest trends in the worlds of fashion, design, accessories, watches, etc. “Trends Style” will go out with the complete circulation of Trends (Fr/Dutch), and will be some 68 to 100 pages long. Roularta Custom Media is responsible for production and the first edition of Trends Style comes out on 23 February 2012.

The French-language magazine “The Good Life” has just been launched with great success on the French and Belgian markets. The first issue is a ‘magabook’ of 360 pages, printed on book paper, with the fashion pages on art paper. It is a creation of Laurent Blanc, who is already responsible for the launch of “Ideat”, the leader in the design field in France. Ben Herremans will be responsible for the editorial coordination of the Dutch-language version, intended for the Flemish market. This will come out for the first time on 13 March 2012.

With the launch of the new magazine “The Good Life” in France, a whole new concept has been introduced into the market – the hybrid magazine.

In this case, “hybrid” represents the bringing together of economic, financial and cultural articles within a lifestyle magazine.

With a minimum of 200 pages of editorial content, the Flemish version of “The Good Life” targets the very highest segment of luxury magazines.

Most of the magazine is printed on mat book paper, with the fashion pages printed on art paper.

“The Good Life” magazine is aimed at the generation of active men and women between 30 and 45, who have higher education qualifications on their CVs, a look and style that is both nonchalant and relaxed, who speak impeccable English with ease, and who are interested in the same brands and are driven by the same passions.

And, in addition, this is a generation that is constantly zapping between their work and their leisure activities, which is quite remarkable. For these men and women there is a constant intermingling of professional and private life. They feel totally at home in the world at large.

“The Good Life” corresponds perfectly to their way of life, to the things that affect and inspire them. It is a magazine that achieves a heady mix of economic culture in a global world on the one hand, and the exciting, dynamic aspects of a modern lifestyle on the other. A hybrid magazine, in other words.

Contact	Chantal Lepaige Editor	Rik De Nolf CEO
Tel.	+32 2 702 47 35	+32 51 266 323
Email address	<a href="mailto:Chantal.lepaige@roularta.be">Chantal.lepaige@roularta.be</a>	<a href="mailto:Rik.de.nolf@roularta.be">Rik.de.nolf@roularta.be</a>
Website	<a href="http://www.roularta.be">www.roularta.be</a>	

---

Contactpersons                      Rik De Nolf  
Tel :                                      + 32 51 266 323  
Fax :                                      + 32 51 266 593  
e-mail :                                  [rik.de.nolf@roularta.be](mailto:rik.de.nolf@roularta.be)  
URL :                                      [www.roularta.be](http://www.roularta.be)

---