

PRESS RELEASE

under embargo until 05/04/2012

April 5, 2012

The Good Life, the best innovation

Last year, Idéat Editions in France launched the first hybrid magazine to include both lifestyle and news in one bookazine: The Good Life!

On April 4 the magazine will receive the prestigious “Prix de l’innovation 2012” award, at the 10th edition of “Magazines de l’année”, organised by the Syndicat de la Presse Magazine (SPM) in France.

The prize is awarded to the best launch of the preceding year and always goes to an initiative that stands out due to a strong concept, an outstanding achievement and a strong performance on the reader’s market.

The prize will be presented by Mercedes Erra, Executive President of Euro RSCG Worldwide and Bruno Lesouëf, President of the SPM.

Roularta Media Group took the concept and translated it for the Dutch speaking market, launching the first Dutch language edition on March 13. The concept was an immediate success with advertisers, who signed up en masse for the first issue. The magazine will come out 4 times a year in Dutch in Belgium with a circulation of 50,000 copies and at least 200 pages of editorial content.

The international content of The Good Life appeals to modern, active and fashion-conscious men and women who are looking to stay just as up to date with all that is going on in the world and in the global economy as with the latest trends in fashion, design, art...

The second Dutch language edition comes out in Belgium on May 9. On May 18 The Good Life France will already be on its third issue.

Contact	Philippe Belpaire General Manager Roularta Media	Rik De Nolf CEO Roularta Media Group
Tel.	+32 2 467 56 44	+32 51 266 323
Email address	Philippe.belpaire@roularta.be	Rik.de.nolf@roularta.be
Website	www.roulartamedia.be	www.roularta.be