

Gruppo Espresso and Huffington Post Media Group announce agreement to set up a L'Huffington Post Italia joint venture

Gruppo Espresso and The Huffington Post Media Group announce their agreement to set up a joint venture to launch L'Huffington Post Italia, the Italian edition of The Huffington Post, one of America's leading information websites. The partnership is based on the powerful Huffington Post platform combined with the authoritativeness of Gruppo Espresso.

The joint venture is currently selecting an editorial team in preparation for the launch of the new site, which will be online in 2012.

The joint announcement is made by Arianna Huffington, President and Editor-in-Chief of The Huffington Post Media Group, and by Monica Mondardini, Managing Director of Gruppo Editoriale L'Espresso.

L'Huffington Post Italia will benefit from all the editorial skill and leadership of Gruppo Espresso as well as from the highly successful formula of The Huffington Post, which combines reporting, a mix of content and cutting-edge interaction systems, as well as a vibrant, state-of-the-art blogging platform.

With this operation, Gruppo Espresso – which already reaches a monthly audience of 10.1 million unique users ((Audiweb data panel, November 2011) and which, with Repubblica.it, already holds the top spot in online information in Italian – is giving a further important boost to its own development on digital platforms with both the innovation and the international scope of this initiative.

The Huffington Post is part of The Huffington Post Media Group, a prime mover in publishing, entertainment, and digital information and communities, which together with The Huffington Post also includes Moviefone, Engadget, TechCrunch, Patch and StyleList. The Group's network of sites combines journalism, technology, personal engagement and video to reach large audiences on each platform. The Group has over 20,000 bloggers – politicians, celebrities, scholars, and opinion-makers – who have their say in real time on the day's latest news. They include such names as Nora Ephron, Larry Page, Bernard-Henri Levy, Bill Maher, Robert Redford, Madonna, Alec Baldwin, Scarlett Johansson, Bill Gates and Charlie Rose. The Huffington Post has 36 million unique visitors a month (comScore, December 2011). The Huffington Post UK and The Huffington Post Canada have been launched this year. The Huffington Post will be launched in France this Monday, the Huffington Post Quebec in February and the Spanish edition of the Huffington Post will come out in March.

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