

## **A NEW LOOK FOR ATMOSPHERE, MERIDIANA'S INFLIGHT - MAGAZINE**

*Olbia, January 26<sup>th</sup>, 2016* - 2016 marks a turning point for Atmosphere, the inflight magazine of Meridiana. The issue of February - March, already in distribution, has been totally renewed with new graphics and more brilliant and persuasive contents, according to the latest styles of communication. Moreover there will be 10 issues annually instead of the 7 in the past.

This issue 174 of Atmosphere (attached the cover) will provide Meridiana passengers and frequent flyers its fresh new look and its complete review of the contents.

"An in-flight magazine should entertain lightly, texts must be fresh and accompanied by pictures of great quality; with Atmosphere we intend to make reading a pleasure, a moment of relax, ideally as if we are talking to the people sitting next to us." This is the new concept, according to the Editor in chief, Giancarlo Roversi, who honored the company by accepting again the assignment, after an earlier relationship with the magazine from 1994 to 2011.

Plus Ultra Communication Agency in Bologna has been entrusted by Roversi and the Publisher - Cantelli Rotoweb, already Atmosphere's publisher in the past for 17 years, to study, renew and take care of the graphics, creating a magazine to provide style and good taste, always appreciated as Meridiana values.

"The new Atmosphere combines the experience of the Editor in Chief Roversi with the innovation, both in the look and in the contents, which is part of our vision" said Richard Creagh, CEO of Meridiana, adding: "We hope that our customers appreciate the new magazine, which intends to keep our passengers company, sharing with them the mission that always inspired Meridiana: to present the beauty of places, of people, of their traditions, culture and food."

In the 27 years of presence on board of Meridiana aircrafts, Atmosphere has accompanied the history of the company, describing the launch of new activities overseas, helping to raise awareness of tourist destinations, providing travel suggestions and ideas, which have put it among the most widely read inflight magazines.

### A brief history of Atmosphere:

The first edition (started in 1988), directed by Luca Goldoni, reported the substantial steps taken by the Company, Alisarda, which was already a leading player in the panorama of the national air transport. In 1991, when Ettore Della Giovanna succeeded at the helm of the magazine, started a first restyling, in tune with the new name of the company, ie Meridiana, adopted with the logic of the starting deregulation process of European airline industry. Three additional restyling were made when Roversi was Editor in chief, till 2011.

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