



Cardano al Campo, 14th December 2007

Livingston presents its brand new In-flight magazine ENERGY

The new In-flight magazine **Energy**, edited by Bolton&Schuster Editori, is onboard all aircraft of Livingston's fleet, the Italian private carrier owned by Ventaglio Group and specialized in both scheduled and charter leisure flights.

The changes introduced do not refer only to the name, as the magazine is innovative also in terms of contents, graphic layout and basic concept. The magazine Energy is the result of almost one year of work carried out by professionals of the sector, such as journalists and copywriters, who have been able to perfectly grasp, interpret and represent Livingston's mood and philosophy, starting right from the name of the magazine - **ENERGY** - which clearly refers to the logo of the airline and, thus, to the idea of brightness, vitality, vitamin power and energy that have become Livingston's defining features.

This four-monthly magazine is a "magazine of travels and about travels". The several destinations presented on its pages are those included in the network of Livingston, but not only, and they are accompanied by impressive and spectacular pictures. Each travel is treated by considering several points of view including, but not limited to: culture, traditions, sports, food, music, nature and local people.

*"In our attempt to increase more and more the value of our high-quality products, we have decided to submit this new In-flight magazine to the attention of our passengers, thus introducing a product prepared with the utmost attention to details and completed by a wide variety of contents" - comments **Giancarlo Celani**, Chairman and CEO of Livingston – "Energy is, therefore, Livingston's magazine ... personalized both as to colours and concept, starting right from the cover. As a matter of fact, our intention was to get an editorial product that could be identified and recognized at once with the characters and the values that distinguish our airline and our positioning on the market and among our customers in general."*

*"We have conceived an innovative and original In-flight magazine by favouring a geographical slant and presenting a careful iconographic selection" - continues **Marco Tenucci**, Editor in Chief and Author of the magazine – "We have taken the specific interests linked to the world of travelling into consideration – such as the desire to know, discover, enjoy, practise sport, relax oneself, cultivate one's hobbies – in order to design a model of "unisex personal magazine", practical and emotional at the same time, without forgetting the common requirements of the readers, their final destination apart. From reportages to topical articles, from culture through sports up to the specific sections focusing on technology, fashion, beauty, wine and food, wellbeing, our intention is to excite the attention of a critical and careful target of readers travelling for fun or on business".*

"It is an ambitious project where the lively but incisive graphic layout gives even more value to fluent-style texts and extremely stunning images" - concludes **Marcello Moresco, Art Director of the magazine.**

Bolton & Schuster Editori is the first publishing house "dedicated" to publishing services within the airline sector, a very diversified request which is becoming wider and wider. A "tailored-made" publishing house that is able to prepare, with competence and professionalism, In-flight magazines, newsletters, brochures, leaflets and folders specifically focused in terms of graphic layouts and contents. Such a complex and composite publishing work is entrusted to a staff of specialized journalists, art directors and photographers, who are in a position to follow the product from the project up to the printing, thus providing the final user with a turnkey result.

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