

Magazines show new direction, opportunities, winning talent

No slowing down for year-end at RamsayMedia, The Editors Publishing House or *SARIE*, as November 2011 editions show new direction, opportunities and winning talent.



Neal Farrell and Hannes Koekemoer

First consumer contract

The custom publishing division of RamsayMedia has taken on its first consumer title contract, the November issue of cycling magazine *Ride*, which marks the fifth title in the company's custom publishing stable and the second new acquisition this year, following *Automobil* in March.

Owned and previously published by the Koekemoer family, manufacturers of Cyclone and Anatomic sportswear, the contract was awarded to the publishing house because of the expertise and multiplatform solution it can provide to grow its reach, engagement with readers and profitability.

Appeal to new audiences

Ride had reached the limits of what could be achieved as a family-run enterprise, said CEO Hannes Koekemoer. "For the past 14 years, the magazine has been a must for cycling enthusiasts, but for us to continue to expand we had to acknowledge our limitations as a non-publishing company. With this deal, we are confident the brand will continue to grow and appeal to new audiences."

The magazine will continue under the editorship of Adèle Tait, supported by a team of contributors and will follow the current print template, but the magazine content and design will be tweaked for a mini re-launch in April next year, said the division's publisher, Neal Farrell. Regular webletters, apps, promotional mailers and a revamped website are also in the pipeline for 2012. The title is currently unaudited but has a circulation of approximately 15 000 and retails for R33.90.



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Sweet Life for diabetics

The Editors Publishing House will launch a free quarterly magazine called *Sweet Life*, which focuses on the positive side of the chronic condition of diabetes. It launches in November 2011, National Diabetes Month.



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Diabetes is a growing problem in South Africa, with almost 1.3 million diabetics in the country, 85% of who are undiagnosed. The magazine aims to address this problem by offering relevant, up-to-date information on all aspects of living with diabetes (health, diet, relationships, lifestyle, news, exercise) in easy-to-understand language.

Edited by Bridget McNulty, a South African journalist, online editor and Type 1 diabetic, the magazine has a team of contributors and a panel of experts to ensure every statement is backed up by fact. These include Professor Tim Noakes, Professor Wayne Derman, Dr Joel Dave, Dr Gabaza Ngoben and Lyn Starck, amongst others.



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As well as the quarterly magazine, there is an active website and community blog, where people can write in with questions,

offer advice or share experiences.

For more, go to www.sweetlifemag.co.za, the [Facebook page](#), [mobisite](#) or Twitter ([@sweet_life_mag](#)).

Cover girl chosen

Port Elizabeth beauty Alrie Velleman has been crowned the winner of the *SARIE* magazine cover girl competition, beating almost 3 000 entries. She graces the cover of the November issue, on sale now.



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