



# New title for Afrikaans-speaking youth

*Tjil*, a monthly, independent, full colour glossy Afrikaans youth lifestyle magazine by TLL Publishing Co, will hit the shelves on 16 November 2006 with a minimum of 104 pages and an initial print run of 20 000. The aim is to provide entertaining, aspirational and educational content to Afrikaans-speaking teenagers and young adults within a Christian values context.



As the Afrikaans market is generally more conservative, issues such as sex, drugs and rock 'n roll will not be swept under the carpet but will be addressed in a principle based way - not as a translation of the Kama Sutra which has the potential to alienate the readers, their parents and other authority figures in their lives - but rather in a manner that allows them to make informed decisions and choices.

The proposed editorial mix will include but not be limited to covering relationships, self-actualisation, entertainment, health, fashion and grooming, lifestyle, careers, cars and celebrity profiles.

## Variable digital printing

*Tjil* will use variable digital printing technology to personalise the copies of every subscriber to the magazine.

Variable digital printing options will also be available to advertisers, meaning they can literally book one page but print a different ad in every copy of the magazine in order to, for instance, show an entire product range or all the colours the product is available in without having to repeat themselves or squeeze everything into a single ad.

The December 2006 issue of *Tjil* will retail for cover price of R18 or be available at an annual subscription fee of R180.00 for 12 issues. Shopping malls in predominantly Afrikaans areas and cities, such as Johannesburg, Pretoria, Bloemfontein and Cape Town, will initially be the main points of distribution, as the intended readers are "mall rats".

