

Cosmopolitan now in Kenya

Kenya joins the 48 nations around the world that can lay claim to their very own edition of Cosmopolitan magazine, as this woman's glossy goes on sale at leading bookstores around Kenya.

Cosmopolitan Kenya was launched at a glitzy social event in Nairobi on Friday night and promises to deliver the entertaining, empowering and encouraging articles that are enjoyed by women around the world. "Cosmopolitan Kenya is only the second local issue of this international women's magazine on the African continent, with the South African edition being the first," says Julia Raphaely, Business Director of Associated Magazines, co-publisher of Cosmopolitan Kenya. "Kenya is the economic and creative centre of East Africa and Nairobi is one of the leading cities on the continent. Combine this with Kenya's secure infrastructure and the growth taking place in the women's magazine market, and it becomes clear that this country is a perfect home for Cosmopolitan."

The inaugural Cosmopolitan Kenya mixes local with international content. "There are 32 pages dedicated to the latest Kenyan fashion and nightlife, as well as the movers and shakers of East Africa," says Vanessa Raphaely, Editorial Director of Associated Magazines. "The Cosmo Kenya pages are supplemented by a bumper international section, which focuses particularly on fashion, relationships, self-help, news, beauty and inspirational, successful role models. Cosmopolitan Kenya will produce features that reflect the Cosmo philosophy - FUN FEARLESS FEMALE - with local relevance."

Connie Aluoch was appointed Contributing Editor of Cosmopolitan Kenya and she will be assisted by Vanessa Raphaely. A team of writers will contribute to the magazine, providing the content that focuses on the hopes, dreams and aspirations of young Kenyan women.

Cosmopolitan Kenya is a joint venture between Associated Magazines and Jinja Africa and is distributed by The Nation Media Group. Cosmopolitan Kenya will initially be printed in South Africa. The plan is to set up a local sales office in Kenya over the medium term and to print locally as soon as this can be justified from a cost perspective.

The launch event at The Pavement Club was sponsored by Amarula Cream Liqueur, Nivea, Woolworths, Safaricom, Yardley, Softsheen-Carson and Capital FM 98.4. The event featured a lingerie fashion show, which included gorgeous garments from Woolworths, Exclusive Things and Secrets. The first issue of Cosmopolitan Kenya with Kenyan model Antoinette Ataro on the cover is on sale now at leading retailers across the country for only Ksh300.