

Zkhiphani.com launches print magazine

The youth lifestyle portal, Zkhiphani.com will launch its first print magazine on 5 March 2014, in response to demand from its online subscribers and increased traffic volumes, reaching more than 63,000 monthly visitors. The launch features Khuli Chana on the front cover, who shares his global plans over a two-page spread.



Strong demand for print

"We chose him because we feel that his striving and passion for success represents many young South Africans across the land," says Andile Mathobela, editor in chief. "The concept of creating a print publication was pushed by a strong demand from our online subscribers on what has become one of Africa's fastest growing social lifestyle youth online portals."

Written in English, the publication explores issues ranging from the influences of a new South African democracy and its reformed ideologies to the politics of fashion and the aesthetic of youth struggles. It is a platform where both township and urban culture find common ground.

The publication looks into the 'now' trends and addresses the varied needs of the target audience in a post-apartheid South Africa. The aim is to give better insight into the youth market on the social scene and on the entrepreneurial front.

Emerging African market

"There is an emerging African youth market and the online and print platforms are ideal for corporate brands to communicate effectively with this audience. The print magazine has also added an element of 'augmented reality', which is a feature integrating print and digital. We believe this is an exciting feature, which will enhance our subscribers reading experience and also add more value for advertisers as well," said Bonga Mpungose marketing head of Zkhiphani.com.

The print magazine will come out as bi-monthly exclusive to Shoprite & Checkers stores nationwide and retails at R19.90 per copy.

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