

The Property Magazine to come out bi-monthly

The Property Magazine, which currently produces 12 issues, will produce six issues annually, in response to the advent of digital and the recent launch of its free-to-download iPad app, complementing its successful Zinio edition and the existing digital replica of the title.



[click to enlarge](#)

The magazine produces four regional issues - the Western Cape and Johannesburg, Pretoria and KwaZulu-Natal.

"With a stronger editorial and advertising platform and two months of dedicated shelf time, we believe that the title will move even further towards an authoritative position that few magazines in South Africa hold today," says Tony Vaughan, publisher.

"Our signature outsized canvas and beautiful imagery continues to draw compliments from industry leaders and consumers alike and now we have even more time on our hands to make the magazine more beautiful and powerful in the decor, lifestyle, luxury and real estate space. With our significant play for digital via our app, we also offer our readers and advertisers a modern and exciting platform with which to read the title and reach our readers via the latest digital advertising innovations.

"We take cognisance of the fact that our changing publication dates and combining issues to achieve this strategic move has caused some inconvenience and consternation in the marketplace, but we would like to assure the market that with this new model of the magazine, we will go from strength to strength."