

New men's glossy *Business Class* hits the road in January

Times Media's new upmarket men's magazine will launch in March. *Business Class* will be a 60+ page glossy magazine delivered to 70,000 selected subscribers of *The Sunday Times Business Times* in LSM 9 & 10 areas.

"*Business Class* will be a high-quality leisure read that adds value for *Business Times*' high-income, sought-after subscribers, and an opportunity for advertisers to engage with them," says editor Charles Boffard.

"These readers are business decision makers who've arrived - 51% are in top/senior management, 47% earn over R60,000 per month - and who aren't currently reached in significant numbers by other magazines. They're very brand-aware, they want to know about fashion and style and the very latest technology, but they're not hipsters. They're interested in quality brands, in success and living the good life they've earned."

Boffard and the sales team, headed by Madeleine Stoltz, formerly advertising director of GQ and sales manager at CNBC, will start the year with a sales roadshow in Johannesburg, Cape Town and Durban. "We have a very strong proposition," Stoltz says. "With a defined demographic, we know who we're speaking to. Our circulation's already there. It will be the highest quality reach of any men's magazine - and it's guaranteed."

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