

Sally Emery to helm *Good Housekeeping South Africa*

Sally Emery has been appointed as the inaugural editor of [Good Housekeeping/Goeie Huishouding South Africa](#), Associated Magazines announced this morning, Thursday, 5 May 2011. She is currently the editor of the UAE's largest women's title, *Aquarius*.



Sally Emery

Associated Magazines is launching English and Afrikaans editions of this international magazine under licence from Hearst Magazine International in the second half of 2011. The Afrikaans title will be Associated Magazines' first-ever Afrikaans magazine.

"I am delighted to be returning to South Africa and Associated Magazines to launch the South African edition of *Good Housekeeping*," comments Emery. "*Good Housekeeping* has established itself in the international market as the go-to, solutions-driven magazine for the woman seeking to make informed choices relating to all aspects of her life, and I look forward to bringing the brand's 'tried, tested and trusted' core values to life in the South African editions."

"Very happy to welcome Sally back"

"We are very happy to welcome Sally back to the Associated Magazines family," says Vanessa Raphaely, Associated Magazines editorial director. "Sally not only fits the profile of the *Good Housekeeping* reader, but her vast experience in the publishing world makes her the perfect fit to launch and edit this trusted magazine brand in South Africa."



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Emery is a senior journalist with a wealth of more than 20 years' publishing experience. She started her career at the *Daily Dispatch* in East London, before moving to Hong Kong for three years. On her return to South Africa in 1996, she joined Associated Magazines as managing editor of *Cosmopolitan*, where she was promoted to deputy editor and worked alongside editor Vanessa Raphaely for five years before moving on to edit Associated Magazines' parenting title, *Baby & Me*.

Emery will head up the editorial teams for both *Good Housekeeping* and Afrikaans version *Goeie Huishouding*.

"I believe that the timing is right in the South African market for the launch of a magazine like *Good Housekeeping* - a magazine that puts an emphasis on quality, value and trustworthiness and that talks to directly to women who embrace and appreciate all aspects of their busy, fulfilling lives," says Emery.

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