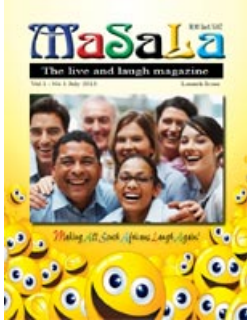


New magazine to launch on World Joke Day

Karisma Communications has announced the launch of 'MASALA' (Making All South Africans Laugh Again) the live & laugh magazine to coincide with 'World Joke Day' on 1 July 2013. This quarterly magazine aims at readers in search of the very best laughter, health and lifestyle care options available today.



The magazine is the brainchild of Paddy Padayachee, director of Karisma Communications, who has a passion for people and the community and has been in the media and publishing business for over 25 years. He has worked for Sunday Times (Times Media Limited) then and Media 24 with titles like Beeld, Rapport and City Press and spent the last eight years producing standalone magazines and freelancing for many magazine titles.

The company hopes to distribute 3000 copies to hospitals, free of charge on 'World Joke Day', through advertising and sponsorship. The planned sales of 4000 copies through doctors' rooms, waiting rooms, airport lounges and 5000 copies distributed through book stores, subscriptions, sponsorships, medical aid memberships and World Joke Day promotions.

The publication is encouraging corporates to purchase copies for staff on World Joke Day. For more, call Padayachee on +27 (0) 31 404 9237, +27 (0) 78 352 9743 or email karismacom@telkomsa.net.

For more, visit: <https://www.bizcommunity.com>