

Africa Geographic to launch hybrid magazine in 2014

Following the recent closure of print magazine publisher, Black Eagle Media, Africa Geographic Holdings has announced that its print magazine will take a break as from December 2013 until April 2014.



CEO Simon Espley, says, "It will be replaced by a new, hybrid (print and digital) magazine, which will preserve core print values, while integrating a more agile mind-set to capitalise on the massive growth in our online, social, mobile community. Expect a complete makeover in just about every way - from format to content, design and advertising opportunities. We are excited to have all platforms under one roof now and we look forward to this exciting evolution of the magazine."

"We would like to take this opportunity to thank the many advertisers that have supported us for so many years and assure them that their support will be rewarded in 2014 when the new magazine is published. The new magazine will include a wider content mix and target audience (and a resultant larger circulation) as well as a natural and intuitive blend with our digital platforms - ideal for 360-degree engagement with our large and growing community.

The few months ahead with no print magazine is unavoidable (forced on us by the demise of the outsource print magazine publisher) but we invite our advertisers to join us online in the meantime. Our website is growing rapidly and our social media community is a great place to engage with our target audience," he concludes.

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