

Strong case for the customer

Issued by [New Media Publishing](#)

21 Aug 2006

A growing recognition of the advantages customer titles can offer is further entrenched by the latest ABC quarterly figures (April - July 06), which show more than a quarter percent (28%) increase in the customer title category.



Spearheaded by New Media's customer titles *Dish/Skottel* and *Edgars Club Magazine*, relatively new players in the category such as *Woolworths TASTE* have also almost doubled their circulation year-on-year.

Between April and June this year, *Dish & Skottel* increased its circulation from around 1.1 million to 1.3 million while *Edgars Club Magazine* upped its numbers from 783 389 to 826 814. *Woolworths TASTE*, which is sold off the newsstand, jumped 49% thus boasting the largest increase in the food category with 32 318 average sales per issue.

Why such growth? *Woolworths TASTE* publisher Jaco Scholtz ventures, "Our success on the news stand is proof that when executed correctly, the customer gains something from a custom title in the same way they would with a consumer magazine. By producing customer titles of unsurpassed quality that provide practical information and give readers inspirational ideas to enhance their lifestyle, custom titles are engaging more readers and can thereby challenge any newsstand publication head on."

Edgars Club Magazine publisher Lani Carstens concurs. "Since New Media took over publishing the *Edgars Club Magazine*, and repositioned it as a shopping solutions title, club membership has grown from 750 000 to more than 940 000. But that isn't our only measure of success," says Carstens. "Since featuring children's fashion exclusively in the magazine since September 2005, children's wear experienced a significant growth in sales. Advertisers also tell us that they can't keep up with the demand on products that appear in the magazine. The key success behind any customer title is fulfilling the client's needs and matching the customer's expectations."

- " **Woolworths Taste cracks the worldwide top 10** 23 May 2024
- " **The 2024 Eat Out magazine is on shelves!** 10 May 2024
- " **Eat Out unveils more robust judging process** 28 Mar 2024
- " **Iconic Taste brand embraces a digital-first future** 5 Mar 2024
- " **New Media presses play on agile new video agency** 1 Dec 2023

New Media



New Media is a world-class digital agency with a reputation for powerful storytelling. We build emotional connections between brands and their audiences. And thanks to our innovative tech, the compelling content we create is strategic, measurable and a proven return on investment. Partner with us and transform your business through the power of storytelling and technology.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

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