

John Farquhar leaves *Advantage*

Advantage editor and industry icon, John Farquhar, has resigned as editor. Farquhar, who recently [celebrated his 80th birthday](#), will be returning to MarketingWeb as editor-at-large for Wag the Dog publishers.

Farquhar will have his own section on MarketingWeb entitled 'Aardfarq', dedicated to the advertising industry. It will include breaking news, commentary, opinion and articles on the business of advertising.

As editor-at-large, he will also be involved in Wag the Dog's other products, namely *The Media* magazine, TheMediaOnline.co.za and *Strategic Marketing* magazine.

"John was the founding editor of *Advantage* magazine when I launched it way back in 1991 as part of my stable of titles at Platinum Publications. When I sold my business to Primedia Publishing in 1995, all my titles, John and myself joined Primedia, so he and I go way back. I have created the position of editor-atLarge specifically to fit John's unique talents and experience as I believe he has considerable value to add to the group," said Sandra Gordon, CEO of Wag the Dog.

Farquhar commented that he is looking forward to a new challenge. "I have recently studied in depth the effect of the internet on media growth and as Sandra has already embraced this medium in the form of TheMediaOnline and MarketingWeb, I can add value to this future direction of the group."

Primedia Publishing MD Jacques Breytenbach confirmed on Friday, 31 October 2008, that the group had been in discussions about Farquhar's retirement from *Advantage* for some time. "Plans are far advanced for a relaunch of *Advantage* with a dynamic new team and a repurposing of content to reflect the diversity of the advertising industry in South Africa. We wish Farquhar well."

Farquhar will take up his new position on 5 January 2009.