

New health, wellness mags launched

Two new specialist publications, *Diabetes Lifestyle* and *Herbal Wellness*, have been launched by DevAd Publishing & Promotions and New Media respectively, aimed at the health and wellness sector.

"A herbal wellness guide with relevant and entertaining content is the perfect way to extend the Radox journey to herbal wellbeing throughout 2010. This booklet delivers an effective solution to communicating our brand promise," comments Radox brand manager Vicky White.

New Media (NMP) will produce the 32-page booklet on behalf of Sara Lee's Radox brand aiming to drive consumer engagement and promote wellness among the brand's loyal followers. The A5 glossy guide, with a print run of 250 000, plans to take a holistic approach to wellbeing by offering ways to achieve balance and inspire small changes in readers' busy lives. Freelance magazine journalist Bidli Rorke will edit the guide.

Diabetes Lifestyle

DevAd Publishing & Promotions will publish the first issue of *Diabetes Lifestyle*, edited by Michael Brown, registered nurse educator of the Centre for Diabetes and Endocrinology in April 2010. The editorial team consists of diabetes health care professionals, including nurse educators, podiatrists, dieticians, endocrinologists, paediatricians, biokinetisists and psychologists.

The magazine will be distributed to members of medical aid schemes. The initial guaranteed circulation, according to the publisher, is 26 000 which it believes will grow as more medical aid schemes join. The publication will carry information pertaining to diabetes management, including diet and nutrition, fitness, lifestyle and medical editorial.

It is produced on behalf of the Centre for Diabetes and Endocrinology.