

Magazines grow fighting fit in recession

Maverick Publishing has been granted ABC certification to its dedicated female fitness lifestyle magazine and has seen growth of its dedicated bodybuilding magazine through a tough 2009. Both titles will produce March/April 2010 issues offering readers a fresh, targeted approach.

Fitness

Fitness magazine has received certification from the Audit Bureau of Circulation (ABC) for audited sales figures of just under 13 000 copies for the period July to December 2009 and has been awarded full membership to the ABC.

"We are very pleased to have received our ABC certification, as it is an important element in our growth strategy going forward," says Tanja Carruthers, co-publisher at Maverick Publishing Corporation and editor of the magazine. "Being accountable to our advertisers and partners, by offering them audited sales and circulation figures is extremely important to ensure everyone is receiving full value from the investments they are making with us."

Since launching in 2005, the magazine has catered largely to the niche market of competitive female fitness, figure and physique models. "For such a niche market we have experienced steady growth over the years, going from a print run initially of 5000 copies, to a print 20 000 copies per issue," says Carruthers. "With our audited sales figures, we aim to use this as a platform to expand our readership and market reach, by appealing to a broader market."

Content expanded

Carruthers explains that this expansion strategy includes a fresher look to the magazine's layout and more diverse editorial content. The March/April 2010 edition, which features RiAnne Hall, the current Fame international fitness champion on the cover, who gives readers an in-depth insight into what winning that title took and reveals all about the experience. Nicole Seymour injects some power into reader's training routine with a plyometrics workout, and for those looking for something less intense, it gives readers a firsthand account of Bikram Yoga. Also in this edition are special features on performance nutrition and supplementation, tips on how to reach your goals with fitness testing and an A to Z guide to everything fitness.

Fabulous forties

Muscle Evolution has published its 40th edition and, amidst the economic challenges of 2009, has enjoyed steady growth in readership amongst South Africa's ever-growing bodybuilding community.

Andrew Carruthers, co-publisher at Maverick Publishing Corporation and editor-in-chief at the magazine, attributes the continued success of the magazine to the fact that in tougher economic times, readers prefer to spend their money on

specific interest magazines, rather than general lifestyle and consumer titles.

“Advertisers can also guarantee that the targeted messages they communicate from the pages of niche titles, like this reach the right target market, with very little wastage,” he explains. “Also, the local supplement market has and continues to be a very competitive environment, which drives a great deal of our ad revenue. But we are also seeing a growing number of sports apparel and lifestyle brands using our platform to reach a defined and economically active segment of the population.”

The March/April issue includes an in-depth interview and cover feature with Andrew Hudson, reputed to be the next big thing in South African bodybuilding, a feature on the young, up-and- coming athletes of the sport and a profile and photo feature on local model and presenter, Riana Roberts.

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