

Media24 Moves in on women's magazine sector



Media24 has announced the launch of new emerging sector magazine, Move!, which is aimed at black women who aspire to better most aspects of their lives, and targets the LSM 4 to 6 range, specifically.



There are six editorial focus points: readers, success stories, advice, readers' children, lifestyle (including fashion, beauty, décor and recipes) and entertainment. The editorial approach is straightforward: to focus on step-by-step attainable advice.

Izelle Venter, former editor of tvplus, says, "In Move! we will be giving reliable advice on real issues and will constantly focus on our readers' needs, realities and aspirations. We will not dictate or prescribe to them, but rather aim to be a valued friend our readers can trust and go to for advice. We want to talk their language."

An extensive marketing campaign, focusing mainly on the major townships and taxi ranks, will coincide with the launch date of 2 March 2005. The fortnightly magazine will have a cover price of R3.95. The March launch issue will be on sale from 23 February 2005.

Move! is a product in the Media24 Family Magazine division, which includes Huisgenoot, YOU, tvplus and Drum. Publisher John Relihan heads the Family Magazine team.

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