

Weg takes on Getaway with 'go!'

Coming in July to a shelf near *Weg*: English sibling *go!*, Media24's new outdoor and travel magazine - guaranteed to shake up the market as much as *Weg* did with its launch.

"The approach of *go!* is the same as that of *Weg*," says Bun Booyens, editor of *Weg* and now editor-in-chief for both magazines. "Our focus remains on affordable destinations which are accessible to everyone. We do, however, know only too well that *Weg* cannot just be translated - *go!* will have its own voice and approach."

The print run for the first issue will be 60 000, and *Weg* and *go!* will have a joint advertising tariff. Booyens' two assistant editors are Andrea Weiss (former assistant editor of the *Cape Argus* and until recently at the University of Cape Town) will be responsible for *go!* and Barnie Louw (former supplement editor of *Weg*) will be responsible for *Weg*.

According to John Relihan, publisher for Media24 family magazines, this was a logical next step for *Weg*. "*Weg's* English readers have been asking for quite some time for an English magazine with the *Weg* recipe," says Relihan.

Weg has been one of South Africa's largest publication successes. The Afrikaans magazine was launched in April 2004 as a bi-monthly, becoming monthly in April 2005, under the name of *Wegbreek*. In February 2005, it complied with Cape Supreme Court ruling to change its name to *Weg*, following an application by Ramsay, Son & Parker, publishers of *Getaway* magazine.

Weg is now the official market leader in South Africa in the magazine category for outdoor and travel. The latest audited circulation figures (July to December 2005) for *Weg* are 77 184 per month, nearly 2 000 more than *Getaway*. *Weg* also received a Pica at the November 2005 award ceremony as the best magazine in the category for outdoor, travel and conservation.

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