

True Love for West Africa



Lagos, Nigeria - South African publisher, Media24, has launched popular local magazine title, True Love, in West Africa. The new launch is a totally new product - a glossy magazine with local Nigerian content - positioned as the lifestyle handbook for modern African women. True Love's circulation in South Africa has climbed to over 2 million readers.



Commenting on the launch of True Love in West Africa, Patricia Scholtemeyer, Media24 Magazines CEO, said West Africa offered huge potential for Media24. "Launching True Love is part of Media24's vision of becoming the leading publisher of printed material in Africa. The recently launched True Love East Africa has been a great success and we are very optimistic about this new market."

In turn, Mari Lategan, True Love West Africa's publisher, said: "Today's African woman leads a dynamic lifestyle and wants to be constantly informed and ahead of local and global news and trends. There is a demand for aspirational content and we believe that True Love reflects the very essence of what women want."

True Love West Africa is a monthly magazine, written in Lagos and produced and printed in South Africa. Bola Atta, the editor of True Love West Africa, has an extensive background in both the magazine and television industries, and brings great experience and enthusiasm to the magazine.

"True Love West Africa is the ultimate reflection of the exquisite beauty of the black African woman," Atta said. "Her readers are vivacious, upwardly mobile and contemporary, keeping up with the constantly changing trends of the modern world as they continue to proudly celebrate the diversity and richness of their traditional society."