

## Brendan Cooper returns as *FHM* editor

[Brendan Cooper](#) is returning as editor of [FHM South Africa](#), Media24 announced this morning, Monday, 19 March 2012. Cooper, who was previously editor and editorial director of the title 2002-2007, replaces [Hagen Engler](#) ([@HagenEngler](#)), who had been editor since November 2007.



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Comments Cooper, "I am very excited about working on *FHM* again. It is a magazine with massive international brand equity and has a long and distinguished history in South Africa. Getting that editorial mix right is an exciting challenge. Editing *FHM* also has to be one of the coolest jobs there is!"

[Charlene Beukes](#), GM of Media24's Lifestyle Magazine division, adds: "Brendan's knowledge of and passion for the brand, coupled with his extensive experience as an editor, makes him the ideal candidate to lead this iconic brand into its next era. We are excited about the magazine's future and wish him the best of luck in his new position."

Cooper has worked in the magazine industry for the past 17 years. He was most recently associate publisher of *Sports Illustrated*, *Golf Digest* and *topCar*, and launched the South African version of *Top Gear* magazine. During 2002-2007, *FHM*'s awards included the AdVantage ADmag Magazine of the Year Award in 2003 and the AdVantage ADmag Best Men's Magazine in South Africa Award in 2003, 2004 and 2005.

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