

Caxton launches Sense, new brand journalism publication

Caxton Printers & Publishers has introduced a national publication entitled 'Sense', a 16-page glossy featuring brand journalism, edited by journalist Darren Hart.

NAB (Newspaper Advertising Bureau) is distributing the magazine through local newspapers in Gauteng, Pretoria, KwaZulu Natal and the Western Cape, with a monthly print run of 890,000.



Brand information

The monthly publication is aimed at LSM 7 to 10 consumers with the objective of integrating brand information within a framework of clever, credible and objective editorial through brand journalism.

Nikki Knight, ClubSENSE manager, of Caxton Magazines says, "Brand journalism is about flanking insightful, credible, and honest editorial with brand stories and providing content that will really help consumers to make better buying decisions. Through our editorial, we are educating consumers to use the products they have already bought better and to get the best from them. We are encouraging our readers to stick with the brands that they are comfortable with and to cement their purchasing habits.

"We believe that this magazine answers the call of the consumer to be spoken to on a one-on-one basis. We're constantly in touch with marketers who understand that consumers want brands who answer to their specific needs, wants and real time situations, which is what the magazine is aiming to do through products such as ClubSENSE."

This is a community of consumers that brands can tap into for insights, product testing and feedback. It provides readers with exclusive offers combined with a soon to be launched tiered rewards programme for consumers.

Interactive

"The magazine effectively enables brands to interact more personally with many potential 'switchers' and drive their acquisition strategy with what will potentially become South Africa's largest community of engaged, interactive consumers. All content within the magazine is about relevant lifestyle issues and the brands that can improve our reader's life, presented and edited in a way that is stylish, useful and entertaining."

Whilst the company's current Get It magazines offer localised content and offers, this provides readers with national content on health & wellness, fashion & beauty, homecare & décor, food & entertaining, career & finance, technology & motoring and events & travel.

"It is packaged and distributed exclusively through our local papers, a tried and trusted product within our communities. We have also launched an e-magazine version for added convenience," concludes Knight.

For more information, go to www.clubsense.co.za.