Destiny goes monthly

Destiny magazine will now be published on a monthly basis from its March 2008 issue, Ndalo Media announced yesterday, Monday 11 February. Billed as South Africa's first high-end women's magazine combining substantial business content with fashion, beauty and lifestyle, the title launched in October 2007.

In addition to its monthly presence on shelf, *Destiny* has launched www.mydestinymag.com, whereby readers check out what the magazine has in store for the month, subscribe to the magazine's newsletter and take a sneak peak at upcoming issues.

"*Destiny* plans to launch additional exclusive online services on its website all aimed at supporting its readers in their quest to live and work successfully," says Khanyi Dhlomo, the magazine's founding editor and MD of Ndalo Media.

Projects for the year ahead

Destiny has a number of projects planned for the year ahead. The first of these will be launched in the April 2008 issue, in partnership with Campari - a collaboration that aims to both enhance the publication's interaction with its readers while supporting South African fashion entrepreneurs.

"Every month for six months, *Destiny* magazine will profile a young designer who in turn will create a Campari Live outfit inspired by the *Destiny* woman," explains Dhlomo.

"Not only will it accompany an event every month, but Campari and *Destiny* will give an opportunity to every reader each month over six months to win an executive leadership course from the Gordon Institute of Business.

'Assist in reaching full potential'

"Given *Destiny*'s target market of both young and experienced businesswomen, entrepreneurs and professionals, we

believe the opportunity to win such a useful and prestigious course enables us to assist our readers in reaching their full potential in life and business," concludes Dhlomo.

The March issue of *Destiny* is on sale across South Africa and in select neighbouring African countries from 20 February 2008.

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