

New reading for entrepreneurs, whisky lovers

A new magazine for entrepreneurs, *Innov8t* magazine, will be available from 2 May 2011 and the publishers of the new *Whisky* magazine, Integrated Media, have indicated a new title is in the offing.



Innov8t, aimed at businesses less than six years old, will provide new entrepreneurs with a business platform where they can interact with their peers, thereby leveraging off each other's knowledge and experience, gained either by way of formal training or practical on-the-job experience. It is scheduled to produce 4000 bag size format copies distributed through retail and to government departments. Enquiries to editor@innov8tmag.co.za.

Whisky magazine, launched at the Bascule Bar in Cape Town with guest speaker Ray Edwards, group liquor manager of Tops at Spar, addressing guests on the topical issue presently dominating the liquor industry, namely the proposed and instituted government regulations regarding alcohol advertising. "We see the proposed regulations as an opportunity for our title," commented Shayne Dowling, publisher of *Whisky*.



The magazine is a postage-only subscription model, with an initial print run of 11 000 with 6 000 being distributed via the top 100 stores of Tops. It went online as a digital magazine on 1 February 2011 at www.whiskymag.co.za and has a presence on Twitter and Facebook.

"We are in the process of formulating our next title that will help to set us up as a niche market publisher, embracing not only print but digital and new media formats," concluded Dowling.

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