

Specialist magazines hit new niches

This month sees the launch of magazines for nichéd markets and interest, as Jet Stores distributes a complimentary financial services information booklet through its existing magazine; Romele Publications launche its *Hola MaHigh-School* for Gauteng high schools and *House and Leisure* magazine launches its first website.

Explaining financial options



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The Jet Financial Services booklet will be produced in English and Zulu and distributed free with the Jet Club magazine ir new compact size and user-friendly format that also features a glossary at the back of the booklet.

It will provide a simple and practical approach to financial explanations, including tables of comparative costs for the various options to provide its over one million members with answers to some of their questions on insurance. The current edition includes updated product information and offerings from personal insurance through to cellphone insurance, commuter trained dental health insurance, home protection, legal and family accident insurance and account protection insurance.

Website offers latest in design



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Showcasing the latest in local and international design, food, travel and decor, the new *House and Leisure* website has a high percentage of new content. Visitors will find daily posts from the editorial team, as well as guest bloggers.

"For us it was important that the new-look website not only reflects the design, look and feel of the magazine, but also offer readers completely new content," says Naomi Larkin, editor of the magazine. "We are producing a high amount of webspecific content for the site and more images per article to inspire and showcase the best South Africa has to offer."

There is also a special tool, 'My HL Moodboard', which enables registered users to keep track of the items they want by collating them into their own virtual workspace. The search toolkit enables readers to find what they're looking for, with the options to filter by room, product or theme.

Upon registering, users can also opt in to receive the weekly newsletter, which will offer inside information on upcoming magazine issues and exclusive competitions. Go to www.houseandleisure.co.za for more.

High school mag planned for other provinces



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Aimed initially at Gauteng youth in Grade 10-12, the *Hola MaHigh-School* has a print run of 50 000 free A5 copies for hig schools in the province. The publishers aim to cover another two provinces in 2011 and the remaining six in 2012.

The magazine is written by young contributors and students and offers a reading experience to engage the youth. Each issue has a theme the students can relate to and they are encouraged to write articles along the lines of the themes.

"It has been a five year project and we would like to thank Mondi for having donated the paper for the entire year, Paarl fo assisting on the printing side and On-the-Dot for distribution," says Sybil Otterstrom, the publisher. Email her on sybil@next-level.co.za for any enquiries on the issue.

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