

# More restructuring at Media24 Magazines

As of 1 April 2012, Media24 Magazines is combining its advertising and circulation sales departments into a new Markets business unit in order to "further optimise revenue and market potential", divisional CEO [John Relihan](#) announced this week. combined into a new business unit.



[Willem Breytenbach](#), currently GM: Weekly Magazines, has been appointed as the GM: Markets. He will be succeeded at Weeklies by [Charlene Beukes](#), GM: Lifestyle Magazines, with [Jacques Breytenbach](#), GM: Business Magazines, now heading the Lifestyle unit. [Liezl de Swardt](#) will remain in her current position as GM: Women's Interest.

"The formation of the Markets unit, as it will be known, is the third phase of the integration of publishing and support operations that started [just over a year ago](#)," says Relihan in a press statement.

"In this time, we've consolidated our portfolio of titles and former subsidiaries into now only four publishing units, we've centralised our advertising sales department and brought circulation/subscription services back into the division.

## Publishers need to be agile

According to Relihan, the media landscape, as well as the needs of readers and advertisers alike, are evolving at a rapid speed and publishers need to be agile, also in their structures, to ensure sustainability

"Combining advertising sales and circulation in a single unit will enable us to further unlock existing synergies, meet new challenges and exploit the full potential of our brand audiences for the titles and advertisers alike."

"I congratulate my colleagues on their appointment and wish Willem, Charlene and Jacques well in their new positions. They have the right knowledge, experience and skills and, together with Liezl, form a highly competent and committed team."

The division has started the process to recruit a suitable candidate for the GM position at Business Magazines.

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