

Ride revamped

Barely six months after joining RamsayMedia's Custom Publishing stable, the company says *Ride* is poised for significant expansion. The magazine sees a complete makeover from the July 2012 issue with a blog site, weekly webletter and social media campaign launching to coincide with the new-look title on-sale in mid-June.



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Already seeing added value in the form of increased frequency from 10 to 12 issues a year, readers will receive a Tour de France guide with the July issue.

Under the RamsayMedia Custom Publishing wing, the title has also benefited from increased newsstand marketing, greater distribution, a dedicated promotions team and an in-house subscriptions fulfilment department, which have contributed to a 15 per cent increase in circulation, according to the division's publisher, Neal Farrell.

"Our intention is to grow *Ride's* reach and engagement by appealing to new readers and advertisers across different channels. Through research we have established what *Ride's* consumers are looking for and will meet their particular interests through print, social media, email and events," he explained.

"The revamped *Ride* will deliver the same South African-focused cycling content our readers love, but presented in a more contemporary and appealing package," explained Custom Publishing group editor, Robyn Daly.

Mix is 'on target'

"Our research confirmed that the editorial mix is on target, but the overriding feeling was that the presentation needed an upgrade. The revamped *Ride* does away with the old newsletter design style and introduces a lively mix of fonts, crisp colours and a refined logic to the flow of the magazine," she said. "The digital offerings, including the blog site, webletters and promotional mailers, will all reflect the modernised look."

Earlier this month *Ride* announced the appointment of photojournalist and cycling enthusiast Jazz Kuschke as deputy editor. He joins the brand's longstanding editor, Adèle Tait. Kuschke's expertise and enthusiasm will bolster the editorial team, where his particular responsibility will be to drive the online development of the brand, beginning with the new blog site.

"The site's focus will be on great videos, galleries of exciting photos, useful information and interesting technical facts, the best of which will be fed through to our social media platforms to build audiences where they play," said Daly.

Webletter subscribers can look forward to insider news, practical information on cycling trails, events, new product launches and more. The first webletter will be delivered to inboxes on 18 June.

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