

Maturity, wisdom hallmark *Odyssey* magazine's 35th birthday

Launched in July 1977 as an independent forum for like-minded 'alternatives' into yoga, meditation and complementary health products and services, *Odyssey* magazine celebrates its 35th birthday with a special issue for its 100 000 readers.



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Evolved through various 'incarnations' into its current format, described as South Africa's leading 'integrated lifestyle magazine', it enjoys a multi-generational audience of roughly equal male-female split.

"We are delighted to have reached this landmark. Any product that can still be going strong after more than three decades in the marketplace has surely proved it has sustainability (especially following the 2008/9 downturn) and a following," says the title's publisher and editor, Chris Erasmus.

"Providing practical tools"

"More than that, however, we have always felt that our primary objective is to help our readers navigate the increasingly complex terrain of the late 20th and early 21st centuries. This is an exciting but very challenging era in which to live and we see our job as providing a range of practical tools that help people figure out for themselves what works best for them in terms of health, self-development, life achievement and self-fulfilment.

"While some others might, we do not perceive these goals to be self-indulgent or selfish. Rather, our understanding is that happy, healthy and self-determined individuals are the real driving force behind positive social and societal development. If our society is to flourish, it is vital, in our view, that individuals with the desire and capacity to become the 'best possible version' of themselves have every opportunity to shine, inside and out. Obviously, this message has had resonance, even in the dark days of apartheid, and still does with a dedicated, loyal audience that is eager to hear it.

"With a focus that has broadened to include cutting-edge environmental, social and political issues - for example, exploring the underlying impetus behind the occupy movement, Arab Spring and related global developments - the magazine remains dedicated to helping its readers make sense of a complex and troubled world. As we have done historically, we will continue to provide a platform for like-minded people to exchange ideas, experiences and insights as we forge ahead with digital and other offerings to enhance the reach of this title into a widening cross-section of the SA magazine readers' market."

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