

Relaunch of Bedfordview Ads24 local title *tame Times*

The Ads24 local title, *tame Times*, which serves the Bedfordview area in Johannesburg has had a redesign to suit the living standard (LSM) of the Bedfordview community. This repositions it to meet the affluent area's interests.



"The launch of *City Press* and *Rapport*'s new emphasis on lifestyle has affected this repositioning, with a shift to include articles about wining and dining, travel, business, entertainment, action sports and more. The overall content style will be sophisticated, educational and entertaining," says Tania Barzu, Head of Marketing and Strategy at Ads24.

The layout will shift to become bolder and include innovative design elements. The content and editorial will now run over numerous columns, more colours will be used throughout the newspaper with bold symbols and graphics. Photos will be larger and blended with the text as cut-outs and overrunning headlines. These changes started on 5 August 2014, with the official launch on 9 September 2014.

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