

## Association of Magazine Media elects new chair

The South African Association of Magazine Media (AMM), formerly known as the Magazine Publishers' Association of South Africa (MPASA), has elected [Willem Breytenbach](#), GM of Media24 Weekly Magazines, as its new chair for 2011/12 and officially launched its [new name](#) and logo.



Willem Breytenbach

"The name change reflects the change in the nature of the business environment in which our members operate and the nature of the businesses they operate," said the association's GM, Melony Boucher. "The effect is to position the association, locally and internationally, as a forward-looking association that represents the full scope of its members' interests."

Speaking after his appointment Breytenbach said, "To be appointed as the chair is a great honour and I'm looking forward to the experience. I thank the previous board chairman, Jonathan Harris, for the work he has done for this association. I'm also looking forward to working with other magazine media partners from across the board and to grow our industry in South Africa with them."

Breytenbach joined Media24 Weekly Magazines in March 2008. He oversees the publishing of titles such as *Huisgenoot*, *YOU* and *DRUM* as well as *TVPlus*, *Landbouweekblad*, *Heat*, *Finweek* and *NewsNow/NuusNou*.

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