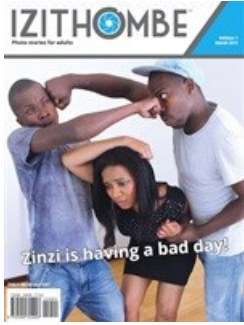


New monthly photo magazine launches

Izithombe is a new monthly photo story magazine that is a marketing tool, a literary initiative and a source of entertainment for working class South Africans who collectively spend R50bn per year. The first edition will be on shelves at selected Spar and Boxer stores from 23 February 2015.



Designed to appeal to a socio-economic grouping for which there is currently very little place in the traditional publishing market, the magazine fills the gap in the LSM 3-7 sector, the booming working class and aspirational black market.

Capturing the essence of the magazine

The word *Izithombe* means images or pictures in Zulu and captures the essence of what the magazine portrays. With an aspirational focus, the magazine's main characters are successful South Africans and the stories focus on their adventures, loves and lives. Storytelling has evolved into different mediums and, as 'soap opera on paper,' this is an accessible medium for working class South Africans.

In addition to the photo story, there are little extras including an advice column and puzzles. The Spaza Shop page allows that bit of extra exposure for regular sponsors.

At the August 2014 ABC presentation, Gordon Patterson stated: "... the decline in press circulation started well before new technologies established themselves, so the issue is not competition, it's relevance." *Izithombe* takes that lesson on board offering a relevant, entertaining and long overdue reading experience for South Africans.