

Joburg Style launches new travel supplement

Ballyhoo Media, publishers of Joburg Style magazine, have announced the launch of their first ever travel publication, Garden Route Style.

The publishing house credits the decision to create the glossy supplement to popular demand from the public, who have submitted multiple requests for extensions which cover other regions of the country.



Starting with the garden route

"We were constantly getting queries from readers and fans, wanting to know when we were going to put out a Cape Town Style or Durban Style, for example. Instead of creating a stand-alone publication for each area, we decided to identify vacation hot-spots for Joburgers, and focus on creating content that will be specifically targeted and valuable to them. As the Garden Route is one of the highest rated vacation locations for Johannesburg residents, it made sense to start with that region," explains Eric Bornman who heads up Joburg Style's publishing house, Ballyhoo Media.

The supplement, which will be available along with the purchase of Joburg Style's 4th Quarter Cultural Edition, will initially be distributed throughout Gauteng and will serve as an essential travel guide for the Garden Route this year.

Following this initial Gauteng distribution, from December to February 2014 the supplement will be distributed as a local publication throughout the Garden Route region. The magazine will be widely available in the Garden Route area, and will be available in most major and minor guest accommodation rooms, at all information kiosks and tourism offices, as well as be mailed directly to residents.

A change of scenery

"Garden Route Style magazine will have a lot in common with our flagship publication, Joburg Style, in that it will detail the most current and highly rated area information," says Bornman. "It will include the best accommodation options, everything from fine dining to the best ice-cream shops, what to do on a rainy day, family day trips, night life, etc. We believe that our glossy publication will be a welcome change to the same old catalogue-style pages of local adverts that many of us are used to perusing from our B&B rooms when on holiday."

Ballyhoo will be launching a second supplement in the KwaZulu Natal region in 2014, which will go into the September - November edition as well. "When looking at our readers and what interests them, it became clear that Joburgers are the biggest travellers in SA. Travel is important to them, and we will be able to provide them with the most relevant information," Bornman concludes.