

go! available from next week

Media24's English-language travel magazine - *go!* - will hit the shelves on Monday next week. Modelled on its award-winning sister Afrikaans title, *Weg!*, which has become the market leader in the two years since its launch, *go!* will have the same editorial architecture as its *Weg!*, but will have its eye firmly on the English-reading community.



Bun Booyens, editor-in-chief for *go!* and *Weg!*

Says editor-in-chief for *go!* and *Weg!*, Bun Booyens: "It's an immensely exciting time in the magazine industry and it will be interesting to see how the English market responds to *go!*. My gut feel is that the same factors that have been pivotal in *Weg!*'s success, will also play a major role in *go!*, namely affordable destinations, independent reporting and great story telling."

With seasoned journalist and outdoor aficionado Andrea Weiss at the helm, *go!* will enter the marketplace from a position of strength. With her personable approach and media experience spanning some two decades, Weiss will bring her expertise to all aspects of the publication.

"*go!* is all about celebrating our country and our continent," she says, "And it's about reaching for your dreams, whether it's canoeing down the Orange River, or climbing Mount Kenya."

Predominantly SA flavour

go! will have a predominantly South African flavour that readers will be able to relate to - featuring a host of destinations that are relatively inexpensive and easily accessible - from basic camping trips and family outings to hiking trails and road trips.

"There are so many wonderful places to explore on our doorstep. As a Proudly South African publication, we're excited about what we have to offer our readers," says Weiss. "We also recognise that people have budgets and that they want to travel with family and friends. We will go out of our way to find places that our readers can enjoy without having to raise a second bond on their houses."

Another distinguishing feature will be the strong focus on readers. According to Weiss, this has been a key ingredient in *Weg!*'s success story.

"Readers will be invited to participate in the magazine by sharing their stories, photographs and comments with us. Maintaining a personal rapport with our readers will be key to our success," Weiss says.

Strict objectivity

Furthermore, the editorial policy will be one of strict objectivity.

"To maintain journalistic integrity and ensure unbiased reporting, trips will be paid for by the publication. Where this is not possible, we will tell our readers so that they may form their own opinions."

"We would like *go!* to become the magazine of choice for outdoor enthusiasts, nature lovers, or anyone planning a holiday in the near future. We know that we have a winning formula and our first edition will take a long way to achieving this status," Weiss concludes.

go! will be available monthly in all leading stores.

For more, visit: <https://www.bizcommunity.com>