

Is it a book or magazine? Judging by the cover

Celebrating the power of magazines, the award-winning title *Front Cover* made its debut at the 2007 Cape Town Book Fair, 16 – 19 June 2007. In keeping with the nature of the book fair, this year's 68-page publication has been created in the style of a paperback book, complete with a thread-sown spine and back cover critiques, but with magazine content.



[click to enlarge](#)

Published by New Media on behalf of Media24 Magazines and edited by Ami Kapilevich and created and devised by creative director Crispian Brown, this year's issue features articles submitted from Media24's entire magazine landscape – from *VISI*, *Drum* and *Weg* to *tvplus*, *zigzag* and *Huisgenoot*.

“We asked the Media24 magazine editors to submit their four best pieces published from April 2006 – March 2007,” says Kapilevich. Thereafter a panel selected the best pieces to be published. This year's contributors include, among others, Nataniël (*Sarie*), Toast Coetzer (*go!*), Dana Snyman (*Weg*), Frik Els (*Finweek*), Marianne Thamm (*Fairlady*) and Lucas Malambe (*Drum*).

Front Cover was launched in 2003 as *Cover* magazine with the intention of creating positive perceptions of magazines and the power of the medium. That year, it scooped Pica Awards for Excellence in Magazine Design, and Best Commemorative Issue for Business-to-Business, and was Highly Commended in the 2003 Philip Tyler Trophy: Award for Innovation and Magazine Publishing. In 2005 it won a Pica for Best Annual. *Front Cover* also won the 2003 and 2006 South African Publishing Forum Awards for Best External Magazine.

Front Cover's print run is 2500 and this year, the magazine is only available at the Cape Town Book Fair, taking place at the Cape Town International Convention Centre.