

## Living in the East Coast

Johncom Media Investments launched the latest title in its *Living* magazine stable earlier this week, bringing to four the current offering of these glossy community-focused magazines. *East Coast Living*, which targets residents of and visitors to KwaZulu-Natal, joins existing quarterly titles *Garden Route Living*, *Sunshine Coast Living*, and *Winelands Living*.



The philosophy of the *Living* brand is to offer 'global style, local application and regional beauty', which will apply to similar titles to be launched by Johncom in the future.

"In essence, this is one national magazine brand that caters to local tastes," explains business manager Mike van Eck.

As with its sister publications, *East Coast Living* is an aspirant lifestyle magazine with features covering everything from people, travel and food to shopping, decor and books, all with a local twist.

The publication is edited by Megan Power, a seasoned newspaper and magazine journalist. Durban-based Power edits the magazine in addition to her job as a journalist on the *Sunday Times*.

"East Coast *Living* is the first magazine of its kind dedicated exclusively to the people and places that make up the glorious province of KwaZulu-Natal," said Power. "It's about those who live, work and play here – or those who would like to!"

The uniqueness of the title, said Power, is its 100% local content. If it's not in KZN, it's not in the magazine.

"Instead of focusing on South Africa or the world, we reveal instead what is happening next door. It's all about our neighbourhood and how we can get the most out of *Living* in it," said Power.

Although regionally focused, *East Coast Living* is on sale nationally and can be found at Exclusive Books, CNA, Spar supermarkets and selected pharmacies, garage shops and convenience stores.