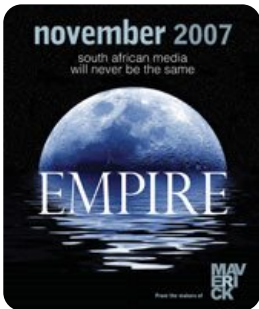


New media *Empire* launches

Maverick publisher Branko Brkic confirmed yesterday, Thursday, 6 September 2007, that his planned edgy new media magazine would be launching, finally, in November. Entitled *Empire*, the publication will focus on media, but for the consumer, not just trade, bringing 'sexy back' to the media industry.

 By [Louise Marsland](#) 7 Sep 2007



The foundations for *Empire* were cast last year by Brkic and his team and after various 'housekeeping' issues were sorted amongst his shareholders, he's ready to launch. Known for their arrogance, innovation and cutting-edge journalism in the business publishing world with *Maverick*, now on its 23rd issue, Brkic hopes to do the same with *Empire*.

First issue

The first issue will hit the streets 5 November, similar in size and content attitude to *Maverick*, but with its own personality, Brkic explains. Top columnists are being sought, with Peter Bruce and David Bullard confirmed. Former *The Media* editor Kevin Bloom will head up the editorial team along with Brkic and Phill de Wet who are editor and deputy editor respectively of *Maverick*.

The revenue model is an advertising revenue one, as well as bulk subs and retail sales. As with *Maverick*, Brkic hopes to attract mainstream brand and lifestyle advertising, as well as that from the media industry, for *Empire*.

"We are going to redefine the media space," Brkic asserts. "We are going to make it sexy to be in the media space again."

Platform

Editorial focus will include the innards of media deals, boardroom chatter, the people, the editors, top columnists, and of course the raging controversies.

"This is a hot and interesting space. A sexy space. A space that people want to read about. Media is about more than just business. This is a very important time in the history of media in South Africa," he told Bizcommunity.com.

It won't be all fun and games and personalities - the onslaught on media freedom is a serious cause for concern in the media industry, as a free press is the guardian of democracy. It is this platform that the

Empire publishers are hanging their hat on.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: www.sourceagency.co.za.
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