

Women's glossy goes online

Cosmopolitan readers can now live the brand 24/7: Associated Magazines has launched www.cosmopolitan.co.za, with the aim of it becoming the number one online destination for fun, fearless South African women.



Readers can log on daily for story updates and interactive quizzes, polls and competitions. There's also a chatroom, up-to-the-minute gig guide and constant gossip feed to encourage readers to come back throughout the day.

“Websites are popping up all the time and there are millions to choose from but many of these sites have voice or credibility. Taking the trusted *Cosmopolitan* brand online is a logical step, and while the site will always feel, without a doubt, like *Cosmo*, it will be unique and complementary to the magazine. It won't simply be a replica of the magazine, online,” says Janie Smit, *Cosmopolitan* online producer.

www.cosmopolitan.co.za offers well-researched content and will allow readers to participate by sharing advice, or getting involved in lively, wide-ranging comment forums. “Our readers can participate in a debate about abusive relationships one minute, and have a giggle at a picture of Amy Winehouse the next,” says Catherine Davis, *Cosmopolitan* online editor.