

Wrestling title hits SA

The international edition of *WWE Magazine* currently has brought together World Wrestling Entertainment (WWE) fans from all walks of life and has seen the introduction of local editions in Greece, Spain and Germany. Now, thanks to WWE and Atomic Media, South Africa has secured part of the action with the launch of the SA edition of *WWE Magazine* tomorrow, Wednesday, 11 June 2008.

The local monthly will offer not only the latest WWE news and behind the scenes action, but will also give fans a taste of the latest CD, DVD, movie and technology reviews.

The WWE brand has become synonymous with fast-paced, action-packed television entertainment, and the magazine should be no different. Bringing the world of WWE to the fans, the South African edition will cover a range of topics each month, all hosted by one of the WWE Superstars. Feature length articles and biographies of the superstars will also be included on a monthly basis.

In addition readers will be exposed to the latest action in the sporting world, ranging from whose leading the F1 Grand Prix to who stands the best chance of winning the Currie Cup.

The magazine will be available from magazine retailers and spaza shops.

WWE reports having over half a billion viewers worldwide and two million viewers per show per month in South Africa alone.