

Stefania Johnson joins New Media

Stefania Johnson has joined New Media as editorial director, the publishing house announced yesterday, Tuesday, 2 September 2008. The appointment of the former ad industry woman comes at a time when the customer publishing industry is reportedly at its largest, and attracting the right talent is crucial to the competitive edge of any publishing agency.



Comments NMP editorial development director Irna van Zyl, “Stefania's appointment is part of our commitment to ensuring that the best strategic and creative minds in South Africa are working on our titles. This is a wonderful and exciting coup for us and shows how much customer publishing has grown in recent years in order to attract such a talent.”

Johnson brings a combination of creative talent and business acumen from the media and marketing industry to South Africa's biggest customer magazine publisher. Until 2000, Johnson was executive creative director and shareholder of FCB South Africa, and one of the most well-known women in the advertising industry.

During her advertising career, Johnson won over 100 local and international awards on top brands such as BMW, Standard Bank and Nando's. After leaving TBWA\Hunt\Lascaris in 1997, she co-founded Bosman Johnson, which was later bought by Lindsay Smithers-FCB.

Johnson first crossed into the editorial sphere as editor of *House and Leisure* magazine. As a freelance consultant, she has a long relationship with NMP and has worked on titles including *Eat In*, *Woolworths World* and *Hip2B²*.