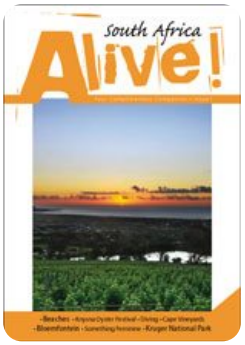
Magazine reaches international tourists

WWW Advertising, part of the TCB Group, has been awarded the contract to publish a monthly magazine that will be the first taste of South Africa international tourists will enjoy when they arrive at any of the country's international airports.



With the exclusive right to distribute *South Africa Alive* at all the international airports in South Africa, specifically as international travellers go through passport control, the magazine aims to promote the coun in its entirety to international tourists. *South Africa Alive* aims to be the first advertising medium any tourist will be exposed to as they enter South Africa.

The magazine is the lifestyle publication dedicated to South Africa's splendour and beauty, its diverse wildlife, a kaleidoscope of culture and heritage, prize-winning wines and the finest cuisine, the great outdoors, sports, eco-tourism and luxury accommodation.

Published in a convenient “grab size,” the magazine claims to offer advertisers an excellent medium to communicate to this vast potential readership. It offers an editorial and design style designed to complement the sophistication of its readers and be an ideal medium to show case brands and businesse to the discerning traveller, and also serve as the reference tool of choice for foreign travellers for the duration of their stay in South Africa.

“A pilot run we did at the end of last year clearly indicated that the need for this type of medium was even greater than anticipated. A total of 2 000 magazines per day were picked up by travellers,” says managing editor, Estelle de Beer. “With 2010 around the corner, [we believe] *South Africa Alive!* offers the correct medium to express South Africa's growth, development and the kaleidoscope of beauty of our country an nation.”

WWW Advertising is part of the TCB Group, one of the leading publishers of custom magazine titles in South Africa. “We are the leaders in publishing In-flight magazines in South Africa, and over the last ten years we have gained intimate knowledge of the needs of both the readership and the advertisers in this market segment. As such, *South Africa Alive!* is a logical extension of our in-flight media presence, and fo the first time, South Africa has a quality publication to be placed in the hands of the thousands of tourists now streaming to our shores,” says Wilhelm Loots, TCB Group chief executive.