

## New magazine for Johannesburg city

Contact Media & Communications has announced the introduction of a new print and digital magazine, *JoziBeat*, available from the end of February 2010, and which will be free to the city's taxpaying residents, Johannesburg city suppliers, stakeholders and subsidiaries.



The magazine is said to be the first quarterly publication made especially to showcase the beauty, rich cultural diversity and economic powerhouse that is Joburg.

Sean Press, publisher and MD, says, “Johannesburg is a dynamic cosmopolitan city that is the economic and cultural hub of Africa. It only makes sense to have a publication reflecting, communicating and encouraging it and we are thrilled to be publishing it.”

Content ranges from business to services, infrastructure, information, lifestyle and the arts. It includes 5-star restaurants and local eateries, hidden city gems, theatre, markets, shopping centres, sport, cultural events and accommodation. The publishers believe that the timing is perfect with Johannesburg being the official host city for FIFA 2010.

The launch of a content-rich and directory-driven website will also ensure accessibility to the information. The magazine will reach a projected target market of enterprising people and future economic decision makers and advertisers can achieve a wide reach without compromising on quality.

For more, visit: <https://www.bizcommunity.com>