



# Dancing in the streets for one-year-old *Mamas & Papas*

The first birthday issue of *Mamas & Papas* magazine, on sale around the country from 22 February 2010, marks several milestones in this parenting and lifestyle magazine, published by Kwenta Media, a 100% black-owned and managed media company.



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Having started as a bi-monthly, this issue is the first of its monthly publications, its readership has risen from 14 000 at launch to 18 000 at its first anniversary, a good rise considering the tough economic climate. Its zine, the magazine's online platform, also celebrates a year in business.

“The magazine has filled the gap for South African families to have a place where they can receive well-crafted content that gives them expert advice and guidance, cultural knowledge and tips in an empowering and inspirational environment. We continue to enjoy great support from our advertising partners and readers alike and we believe that this is because we are delivering on our brand promise,” says Nawaal Motlekar, N and founding editor.

## Future dreaming

Enhancements will be made to both the magazine and the e-zine during its next year. These include the setting up of a 'Circle of Friends' network, a group of loyal readers that will be used in the magazine and as brand ambassadors. The network will also include countrywide road shows where readers will be able to have more personalised and intimate conversations with the magazine. Another addition will be *Gogo's Corner*, a place where readers can get trusted, age-old cultural family advice as well as a new column by well-known radio personality, Thabiso Sikwane.

## TV show extends brand

In the pipeline is the soon-to-be launched TV show on SABC 3, starting on 3 April. “More about the show will be shared as we get closer to the time, but for now I can promise our readers and supporters that it will be an irreverent, cutting-edge, informative family lifestyle magazine show that will bring the magazine ever closer to its readers.

“As we look to the future, my ambition is to grow our readership and circulation, increase our advertising support and to create relevant and exciting brand extensions that further deepen the relationship between magazine and its readers. Most of all, I'd ambitiously like to double circulation by 2011,” concludes Motlekar.

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