

Cosmopolitan ends 2004 on a circulation high!

For the first time in Cosmo SA's 21 years, the magazine's masthead incorporates the red AIDS ribbon - a striking acknowledgment of World AIDS Day on December 1.

"We support the fight against HIV/AIDS and designed our December cover to raise awareness of this dreaded disease," says Vanessa Raphaely, editor of Cosmopolitan. The 'A' of the magazine's name is in the shape of a ribbon. "Also, our local cover girl, Tanit Phoenix, wears a red dress with a neckline in the shape of an AIDS ribbon to further emphasise this standpoint.

We hope our readers will become more aware of the issues surrounding HIV/AIDS and be safe this holiday season."

Also for the first time, the magazine includes a music special, CosmoRocks. CosmoRocks also features international hip-hop heroes, rock stud-muffins, pop princesses, bling divas and disco queens plus the latest releases, hot gossip and tips on what to listen to where, when (and even why!). "Cosmo knows the hottest places to hang, the coolest gear to wear and the sounds you've got to own," says Raphaely.

"Cosmo is indeed rocking this year-end with features that do just that and a circulation that's going through the roof," she concludes. "In what is usually regarded as our worst-selling months, we have increased our ABC figure for the quarter - it now stands at a whopping 117 307. We say, Rock on Cosmo!"

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