

Bakkie hits the adventure track

Bakkie magazine, the popular specialist motoring magazine spotlighting all form of utility and commercial vehicles, has undergone a slight shift in focus to now also cater for the type of lifestyle bakkie and recreational vehicle owners will enjoy reading about.

"Our research show that while Bakkie readers love the magazine, but one aspect that often comes up is that they would also enjoy reading a little every issue on bakkie-related lifestyles," Bakkie Publisher Michele Lupini said. "So we created a new section in Bakkie called Action & Adventure and re-branded the magazine Bakkie, Action & Adventure in an effort to both broaden the title's appeal to existing and to also attract new readers," Lupini confirmed on the release of the re-positioned magazine this week.

Bakkie magazine has enjoyed significant growth in the past two years since the introduction of Truck Action published back to back and the move to bring a lifestyle aspect to the Bakkie package will certainly attract the attention of the outdoor-loving bakkie owner who has come to love the title, while attracting new readers to the kind of action and adventure content not often given too much media attention.

"Dirt Biking, shooting and hunting, some aspects of horse riding and many other of the activities we will cover have very little media exposure," Lupini pointed out. "We will give those and other aspects like fly fishing, quads and the like, which do have specialist coverage the kind of focus we understand our readers want to know more about on a regular basis. "Every issue of Bakkie, Action & adventure will now have much more than just the best bakkie, truck and RV content every issue - we'll also entertain our readers with what's out there to do with their vehicles..."

The April issue of Bakkie Action & Adventure now on sale as usual considers the arrival of the new Ford F250, VW's commercial-biased Kombis and various other newcomers, shoots out three cab-and-a-half bakkies, previews the coming off-road season, reviews Dakar, brings you all the latest road tests, news and data, but it also covers all the latest trucking action, too.