

## 12 successful years of *TeenZone*

*TeenZone*, launched in 2000 as a proudly South African magazine, has published its issue no. 101, released on the stands early this week.



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"Twelve years on, we have had too many highlights to review, but one we are particularly proud of was South African youth voting it into the Top 10 coolest brands on the female magazine category of the 2011 Sunday Times Generation Next Awards survey," says *TeenZone* editor, Dominique Drake.

The magazine is targeted at all South African youth, offering them an original publication filled with lifestyle information, covering teen-related issues, relationship advice, celebs (international and local), movies, music and more. Readers are frequently consulted about content and contribute editorially towards the magazine.

### **Social media stats**

The magazine has 20,328 Facebook fans; 461 Twitter fans and growing; website figures since July 2011 are 97 597 total page views, 13 921 visitors (with an average of 2 320 visitors per month). Of the domains that have visited the website, 50.6% are .com, 18.5% .net and 12.9% .za.

For more, go to [www.teenzonemagazine.co.za](http://www.teenzonemagazine.co.za), the Teenzone magazine [Facebook page](#) or follow [@Teenzonemag](#) on Twitter.