

# Cosmopolitan editor quits

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*Cosmopolitan* magazine editor Sbu Mpungose resigned with immediate effect from the publication last Wednesday after being at the helm for only nine months.



The 30-year-old Mpungose rose to prominence when her editing of *Move* and *Bona* magazines yielded consistent circulation successes and resulted in her being awarded the Rising Star award at the Vodacom Women in Media 2009.

Her first big brand editing stint was with *True Love*, followed by *Cosmopolitan*.

She joined *True Love* in July 2010, where she worked for a year before being snapped up by *Cosmopolitan*.

It was a widely hailed move, as she was the title's first black editor and the third in its 27-year-old history - in a title largely regarded as a Raphaely family business.

A statement released by *Cosmo* did not delve much into the reasons for her sudden departure.

"It is with great regret that we have to announce that Sbu Mpungose has resigned as editor of *Cosmopolitan South Africa*," said Vanessa Raphaely, editorial director of Associated Magazines.

Raphaely had earlier lauded Mpungose as "a new-generation *Cosmo* woman, young, smart, accomplished".

## Fans not happy

Fans on social media were disappointed and shocked at Mpungose's departure, with some speculating why she had left.

One fan noted that Mpungose had hardly had time to finish eating the crumbs from her welcoming cake before her exit, while several wondered if she was caught in a window-dressing exercise.

Katleho speculated she left because she was not the one making "editorial decisions".

Mpungose said she was unfazed by speculation, but will remain in the media and is working on a new project.

Source: *Sowetan* via I-Net Bridge

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