

New magazine from Maverick Publishing

A new magazine, Muscle Evolution's *Men's Fitness*, has been launched by Maverick Publishing, as an alternate monthly publication for South African men looking for health and fitness lifestyle, with dedicated weight training features.



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The company publishes local health and fitness titles Muscle Evolution and Fitness magazines, which reportedly have continued to enjoy readership growth over the last 24 months.

"We have taken the bold decision to launch a third title amidst a struggling publishing industry, as we believe the appetite and demand for this type of content is big enough to support a niche title of this kind," says Andrew Carruthers, publisher at the Maverick Publishing Corporation.

"A number of niche titles are bucking the downward trend in the publishing industry, specifically our other two titles, as more people turn to a healthy and fitness-oriented lifestyle."

"Useful, in-depth information"

Based on these trends, he believes there is a need for a more definitive source of useful training, exercise, nutrition and supplementation information for men in the local market. "A number of men were reading our female-focused health and fitness title to find useful, in-depth information to achieve their goals, be it improved sporting performance or the perfect physique. Our aim now is to deliver a product packaged specifically for the South African male health and fitness market that offers locally relevant opinions and insights from top industry experts and professionals."

According to editor, Pedro van Gaalen, the magazine will delve into everything related to gym-based training, as well as various sporting codes and related training modalities.

"It will also cover health and fitness product news, trends and techniques in a well-designed, attractive layout that entices readers to carry on. While training, nutrition, supplementation and sport form our core editorial pillars, the magazine will also touch on the latest male lifestyle trends in terms of clothing, gadgets, motoring, technology and male grooming. We will also include a regular feature on male sexual health too."

The launch September/October 2012 issue is now available at leading newsstands nationwide. It will also be available for digital download on the Zinio platform from October 2012.

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