



# New issue style Edgars *Club* magazine slips into a handbag

Edgars *Club* magazine re-launches its October 2012 issue in a new handbag-sized format, in line with global publishing trends, pursued by international fashion titles. It also adds an extra 16-page section making it a comprehensive style guide.



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"The smaller size, gloss-varnished cover, increased content and thicker paper give it a distinct point of difference in the market, enabling the company to reinvent the traditional fashion custom magazine category. We gave an advanced copy to a focus group and received positive feedback," commented Justine Stafford, group editor for Edgars *Club* magazine.

She adds that the team is continuously searching for new ways to push both fashion and publishing boundaries, evident in the latest fashion and beauty spreads, which were shot on location in Kenya, a first for the magazine. The fashion and beauty editors who went on location were tasked with the challenge of bringing back stellar summer stories and, despite unexpected tropical storms and high levels of humidity, did that.

## In-store shopping guide

Having taken over the magazine nearly 18 months ago, John Brown Media is anticipating the impact that this now smaller magazine will make amongst consumers and advertisers. It has found that many consumers tear out pages to use as an in-store shopping guide, so the new handbag-friendly size makes it far more convenient for consumers' shopping needs.

"Our research clearly showed that today's fashionista is looking for ways to keep up to date with both local and international fashion trends. They resoundingly said "Yes" to the handbag-sized magazine that now has more pages, more editorial and more fashion info that is easily accessible," added Cameron Burt, CRM marketing manager for Edgars Marketing.

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