

Bicycling SA gets makeover in line with international design

Celebrating its 10th anniversary, Bicycling SA has a new logo, in line with that used by US international partner, Rodale Inc and it has a revised book size, giving readers an extra 16 pages.

The April cover features Grey's Anatomy star and passionate cyclist, Patrick Dempsey, with a full interview inside.

"With franchises opening in places such as Australia, it's important that the brand is consistent globally," says Bicycling SA editor, Mike Finch. "It made sense for us to follow suit and to upgrade the book size and format in the process. It's also a great way for us to celebrate 10 years as one of South Africa's leading cycling magazines."

The new logo is a departure from the old format, designed to fit into the top left-hand corner of the cover via a distinctive red and white block, allowing for more cover lines and a sophisticated, contemporary look. This is the same logo used in the US edition and the recently launched Australian edition.

"The magazine marries the best international cycling content with the best local content to give our readers top quality cycling publication. However, we have always felt that we needed more pages to do justice to a sport that is growing rapidly in South Africa. This way we get to produce more top quality content for our readers," he concludes.'

The magazine has a Q4 ABC of 15889 and an online figure of 52,348 UU, 379,401 PI (Source: Effective Measure, February 2013). The new-style April issue will be on sale on 20 March 2013.

For more, go to www.bicycling.co.za.