

## Business Class magazine launches this Sunday

Times Media's new upmarket glossy magazine launches this Sunday in selected subscriber copies of The Sunday Times Business Times.



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Business Class will be delivered inside 65,000 subscriber copies of Business Times, in selected LSM 9 & 10 areas nationally. All other copies will be distributed in business class lounges at airports nationally and available to passengers as they board SA Airlink flights. "It's a huge advantage to have a large, clearly-defined, top-LSM readership from our first issue," says Editor Charles Boffard.

Other interested readers can see the magazine in e-zine format at [www.businessclassmag.co.za](http://www.businessclassmag.co.za) on the Wednesday after publication.

Business Class is "a lean-back read for Business Times readers, a guide to the pleasures of the good life and where to find them," Boffard says. The 68-page launch issue profiles billionaire space-pioneer Elon Musk, who's come a long way from Pretoria Boys' High; adman Muzi Kuzwayo, and the home-grown business success of Extreme Fighting Championship, as well as detailed reviews of technology, cars, business travel and a rich serving of fashion and style.

"Our fashion pages are accessible, tailored to our readership, and informative," Boffard says. "This issue showcases the latest suits, with a useful buyer's guide on how to choose and wear them."

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