

## Ackermans Club magazine follows the fashion

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The Ackermans Club magazine has taken a fashion-forward step by switching to a handbag-size print format, starting with the July/August edition.



"It's not only about making the magazine easy to carry with you," says Andrew Nunneley, GM at New Media (NMP), which produces the magazine. "Simply look at the trend towards mini tablets, kindles, smart phone: or even small-sized books. It's the mobile age and everything should be designed to use on the go."

The number of issues moves up from six to eight a year, and each edition will carry an educational poster and an additional help to busy moms and caregivers. "The magazine, alongside the newsletters, mailers and a mom's blog, is strong on both fashion and family advice," says Nunneley. "The new format makes a fashion statement while still giving Club members a handbag-friendly package they can consume wherever they are: at home or in a car or taxi."

"The magazine is one of the key perks for Ackermans Club members, who pay a monthly fee and receive this fantastic read as an added value, along with other Club benefits such as funeral cover, helplines and special discounts and competitions," said Angela Beukes, Ackermans Customer Relations Manager. "The stylish new look, which includes a fresher masthead, is an awesome offering that we hope will delight our members and encourage friends and family to join the Club and be part of the Ackermans community."



The hugely popular Ackermans Club magazine, which is distributed to over 110,000 club members, was launched by NMP in 1998. In addition to the magazine, NMP has grown the Ackermans content platforms

over the past 15 years to include fashion, baby and décor supplements and newsletters, using diverse platforms such as print, video and digital.

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