

Sports Illustrated gets a sporting chance in SA

Touchline Media has joined forces with the world's biggest sports publisher, Time Inc. signing a licensing agreement to publish *Sports Illustrated* (SI) in South Africa. *SA Sports Illustrated* (SAS) has now become *Sports Illustrated* (SI) as of their May 2006 issue - coinciding with their 20th Anniversary issue.



This alignment will enable the new and improved South African version of Sports Illustrated to provide their avid sports fan with a bigger and better product, now having access to some of the world's best sports photography and journalism.

So what will change?

Publisher Andrew Gillett comments, "Well, not only will we now share the knowledge and experience of the world's biggest sports publisher, but also strengthen our reputation as an international quality sports publication, relevant to a sports mad local market. Within the pages of the magazine, we will retain the same editorial mission - to deliver the best, in-depth analytical sports coverage illustrated by world-class visuals. Only this will now be delivered in a new look and feel as we adopt the international SI fonts and adopt the international 'two tiered' Sports Illustrated logo. Our editorial pillars will remain rugby and cricket, plus the usual generous and regular offerings of F1, UK and European soccer, golf, hockey and other popular sports, bolstered by our access to probably the best researched and written sports journalism in the world. These will be supported with the extremely popular brand extensions like Swimwear issue, Toyota Ruff Stuff, Beauties of Sport, Sports Greatest Images, the Swimwear Calendar and much more."

From the time of the magazine's inception in South Africa, *SA Sports Illustrated* has followed a similar formula to that of *Sports Illustrated* published by Time Inc in the United States, only with a uniquely South African flavour aimed at South African sports fans. Until now there has never been any formal relationship between Touchline Media and the American publishing giants. This was largely due to trade sanction restrictions and more specifically, the vast differences in the sports covered (baseball, basketball and gridiron vs... rugby, cricket and F1).



Sports Illustrated has evolved considerably over the last 20 years and while they have tried a few different and new ideas, they have worked hardest to ensure they remain true to being the sports authority, according to Touchline. With this new-look magazine, Touchline aims to attract new readers to Sports Illustrated as well as provide current readers with a cutting edge multi sport publication.

The first title launched by Touchline Media, *SA Sports Illustrated* is also the cornerstone on which the company was founded.

The May 2006 issue will be available from 19 April 2006 at news agents.

