

# Dreams Botswana magazine launches

By Felicity Male 17 Feb 2015

A new bi-monthly magazine called *Dreams Botswana* has been launched in Gaborone, Botswana.



The glossy magazine is a lifestyle publication that tells Botswana's untold stories. According to co-founder, Olivia Britz, it was 10 years ago when she and the other founder, Charmaine Revaka thought about starting a lifestyle magazine.

She said they conducted a market research in 2014 to establish whether there is room for an upmarket 'lifestyle' magazine in Botswana. Britz said the need for human interest stories came out strongly.

People also expressed interest in arts and culture and travelling within Botswana. She said they did not only do research on the content, they also put together current adverts in the Botswana market that would go in a lifestyle magazine. Thereafter they were convinced that indeed it is a viable project and they took a giant step.

By 1 December 2014, the first issue was in stores throughout the country. Britz further said they wanted to assure the readers and advertisers of two things in particular - one is the quality of the magazine and the second is the footprint. Furthermore, she said *Dreams Botswana* is indeed of a high quality with exciting content, inspirational, captivating, refreshing with great photographs.

## Featuring real human stories

As a lifestyle magazine they will be featuring local role models, heroes and heroines, celebrating Botswana achievements, heritage and telling real human stories of dreams and hopes. Britz said they have benchmarked with world class magazine and asked themselves why can't Botswana have a magazine like this, featuring Botswana.

She said they assure readers that the content will always be captivating and will attract a broad spectrum of readers countrywide.

She added that *Dreams Botswana* is available in numerous stores, supermarkets, filling stations and curio shops throughout the country. They also have plans to build relationships with relevant stakeholders to ensure that the magazine is also distributed outside the country. The February issue was launched with the theme, For Love.

She further announced that the theme for April issue is 'Travel' as the first real break in 2015 with Easter and the school holidays, they want to portray all the places where people can stay in Botswana, from large exquisite hotels to the small and unique places to unwind.

Source : BOPA