

# Jacquie Myburgh Chemaly

 By [Beverley Klein](#)

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Jacquie Myburgh Chemaly recently joined Times Media as editor-in-chief of *Business Day Wanted*. She has over 20 years of experience in the lifestyle media and magazine industry.

She's previously been editor of *ELLE SA* and *VISI magazine*, *Food and Home Entertaining* and *Leading Architecture and Design*. She is also the co-founder of the fashion charity, Vintage with Love, which raises funds for childhood literacy.



## **What will your first order of business be?**

**Chemaly:** I'm privileged to be joining *Wanted* just as Times Media Group launches [wantedonline.co.za](http://wantedonline.co.za) - we're live from 1 August 2016. Set to become SA's premier luxury lifestyle portal, Wantedonline comes with the usual social media platforms and it is the first time that *Wanted* magazine's unique luxury content will be accessible to everyone and not just the *Business Day* subscribers.

## **What is your core strategy as editor-in-chief of Business Day Wanted?**

**Chemaly:** *Wanted* has always been known for its strong content, presented in a unique fashion for the seriously discerning *Business Day* reader at leisure. My predecessors have always worked hard to find the best writers, photographers and stylists to entertain and inspire our readers as well as to look at stories from an unexpected angle. An important part of my strategy is to stay true to this priceless *Wanted* legacy.

## **The biggest trend to note in your industry?**

**Chemaly:** World-wide, luxury supplements are thriving while the news stand faces increasing pressure, so we need to make the best of this wave. Colour supplements offer luxury brands a unique opportunity to reach the numbers that come with newspaper readership - on beautiful glossy paper and surrounded by quality content.

## **What is your main business challenge?**

**Chemaly:** We know our readers are multi-media consumers and they'll be enjoying Wantedonline as much as the actual print magazine - especially since they'll be able to engage with us and their friends by sharing and commenting on our stories. Our business challenge will be to take our advertisers with us on this journey to discover the opportunities that lie in 360 degree publishing.

## **Most important attribute needed to do your job?**

**Chemaly:** Boundless curiosity and good shoes.

## **What inspires you?**

**Chemaly:** The art of conversation. I seldom come away from a great conversation with a friend or colleague, without an idea for a story.

## **Tell us something about yourself not generally known?**

**Chemaly:** My first name is Aletta but I've always been called Jacquie. Ask my parents...

▣ ***What's at the top of your bucket list?***

**Chemaly:** To drive across the USA with the one man and two boys in my life.

## ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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