

New look Woman's Value and Dit hit the shelves



The new face of Woman's Value and dit, will be revealed in the April issues on sale later this month. According to Terena le Roux, editorial director for Media24's Creative Living Magazines, which publishes Woman's Value and dit, the new look magazines are the result of extensive research.



"With Woman's Value celebrating its 25th birthday later this year, we felt the magazine was ready for a makeover and so embarked upon a four month research project with independent marketing consultants imagineNATION Alliance. Key findings from the research indicated that although readers and advertisers loved the content, the layout and how we presented the information was too cluttered. Based on these and other key findings, and taking cognisance of global trends, we can now offer readers and advertisers a look that is both inviting and international. We have repositioned ourselves as a modern, yet practical magazine - an inspirational title that presents contemporary styles as creative projects for our readers," says le Roux.



In addition to the repackaged layout and cover, the paper has been upgraded to 60gsm with a 150gsm cover and the size of the magazine has increased to 275mm x 230mm (previously 275mm x 210mm). "With a combined circulation of 145 075 (July-Dec 04 ABC), the new look Woman's Value and dit magazines are now more than ever in a position to offer advertisers the best buy, in terms of cost-per-thousand," said Elsa Carpenter-Frank, business manager for Creative Living Magazines. "Reaffirming our contention that magazines remain an ideal medium for reaching the consumer, more than a third (39%) of the respondents told us that reading a magazine is the 'best way to spend an afternoon'."

"The magazine market has grown substantially and whilst consumers are spoilt for choice, they have become far more astute and discerning. Our research, however, did reaffirm that covers are a main purchasing driver and although readers delight in beautiful products and magazine pages, they still want content they can use," says Carpenter-Frank.

With readers juggling home, family and work, the magazine has been divided into seven easy to reference sections - Ideas, Create, Make-overs, Sorted, Quick ideas, Just for you and Time out - in order to assist with everyday problems and questions, whilst providing a gamut of inspirational, time efficient ideas to get their creative juices flowing. These divisions also afford advertisers the opportunity to strategically position their products.

"People's homes have become all-important - to the point where we are experiencing a complete explosion in the home décor market, evident in South Africa by the swift success of retail stores such as @home and Mr Price Homestores." says le Roux. "DIY has replaced DKNY, so much so that almost half the adults in the US regularly practise DIY and in the UK, the market has grown by 33% over the last 5 years. Woman's Value has always provided readers with practical DIY advice and good ideas for the home. Our research has shown that the more frenetic life becomes, the more people wish to create within their homes, in order to relax."

Le Roux also points out that contrary to the perception that Woman's Value and dit are 'old-fashioned', the opposite is in fact true. "When it comes to global trends Woman's Value and dit are far ahead of the pack. The likes of Geri Halliwell, Uma Thurman, Kate Moss and Julia Roberts are all furiously knitting and purling away, in place of yoga, meditation and spinning. Consumers pay thousands of rands for a designer crochet blanket or silk pillows, which Woman's Value shows readers how easy and therapeutic they are to make, giving a true sense of achievement."

The research further revealed that although family and home are priorities for Woman's Value and dit readers, who aspire to the domestic goddess image, self, health and well-being are also important. The new Woman's Value and dit will also focus more keenly on empowering readers and encouraging them to take time out for themselves. "In terms of life

ambitions, the research indicated that the majority of women want to be financially independent and start their own business, so we have initiated a monthly entrepreneur feature beginning with how to start your own B&B."

Woman's Value's print run is set at 100 000 whilst dit's has increased to 105 000.

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