

Rapport launches revamped My Tyd

Yesterday, Sunday 4 March 2012, [Rapport](#) launched its revamped [My Tyd](#) A4 format glossy magazine, with Afrikaans journalist [Elmari Rautenbach](#) as editor.



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"*Rapport* editor Bokkie Gerber felt it was time for a contemporary version of the magazine that speaks more to today's readers and admired the concept the group developed and executed for *City Press*," said New Media's business development director Andrew Nunneley. New Media pioneered the consumer magazine insert in October 2011 with *i Magazine*, the lifestyle magazine inserted in *City Press*.

Rautenbach has recruited contributors, from award-winning journalists to South African personalities, who fill the magazine with profiles of interesting people and the latest in trends, technology, culture and sport. Rautenbach brings a fresh eye and love of culture to the weekly title along with years of experience with publications such as *Insig*, *Drum* magazine and Media24's

Afrikaans daily newspapers.

Four-page cover story

The first issue featured a four-page cover story on two award-winning writers and adventurers, Johan Bakkes and Dana Snyman. Cape funny woman Shimmy Isaacs, a recent Fiesta winner, is in the spotlight in *Jong Talent*, which gives readers a snapshot of South Africa's hot young talent.



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New Springbok coach Heyneke Meyer tackles more than rugby in *Leermeester*, as the first in a lineup of great South Africans, from rugby captains to captains of industry, who share their most important business lessons.



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Geite en giere, a regular feature, will keep readers up-to-date with the latest lifestyle trends and, in the launch issue, writer Marian van Wyk looks at pop-ups, the hot international and local food, fashion and décor phenomenon defying the notion that 'here today, gone tomorrow' is a bad thing.

Celebrates weekend moments

Troefkaart dissects brilliant sports plays, starting with Jacques Kallis's personal take on SA cricket one-day great and recent century scorer, AB de Villiers. *My Tyd* also celebrates the weekend moments between the matches with *Kuier*, an insider's best-kept secrets to a local destination, and *Tuis*, a source of creative and practical ideas.



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While the magazine has many new features on décor, food, etiquette and other topics, the editors have kept the crossword puzzle on the *Ontspan* page and have improved and expanded the TV pages with the addition of top programme highlights.

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