

New Media hits the jackpot

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New Media has been awarded the sought after contract to publish Sun International's quarterly customer magazine Privé.



Helena-Cavera

According to Helena Cavera, who has been appointed as publisher, Privé serves as a key communication tool for Sun International and readers have such a strong relationship with Sun International destinations that they account for 80% of the casino division's revenues.

Distributed to Sun International's most valued guests including gold and platinum members, Privé readers are profiled as extensive travellers, aspirational, informed and passionate about leisure pursuits such as sporting events and cars. Hence companies such as Pam Golding, Shimansky, Audi, Gucci, Johnnie Walker and Virgin Atlantic, have recognised Privé as the ideal advertising medium for reaching a quality, upmarket consumer base.

"It is a privilege to have a world-class brand like Sun International in our stable," says Cavera. "Customer publishing is an effective and sophisticated form of marketing communication and can deliver measurable results. We believe that with our proposed focus, Privé will play a more strategic role in promoting the Sun International brand and will take customer loyalty to even higher levels."

The Privé contract further entrenches New Media's position as the leading custom publisher in South Africa, with over 20 customer titles under their belt, including the country's largest circulating publication Dish, Skottel (Multichoice) and Edgars Club Magazine. New Media's Woolworths TASTE was recently awarded the coveted Best Custom Publication Award for the second consecutive year. Other award-winning customer titles within the group include Mercedes (DaimlerChrysler), Pezula (Pezula Group), Plascon Colour (Plascon) and A-Plus (Ackermans).

Ambre Nicholson has been appointed editor and work has officially begun on the publication. New Media, who will also be responsible for advertising sales, will publish their first issue June.

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