

New Media to launch brand new *Shimmy Style* magazine

Issued by [New Media](#)

9 Sep 2015

South Africa's multi-award winning content marketing agency New Media is proud to announce the addition of yet another prestigious client to its portfolio: the dynamic publishing house has won the Shimmy Beach Club account. Partnering with Cape Town's premier venue, New Media is working on an exciting relaunch of *Shimmy Style*, an exclusive magazine that offers a glimpse of the ultimate Cape Town lifestyle.

Launching in October to mark the start of the season, this luxurious glossy is set to be summer's most stylish read, bringing together the people, music, energy, style and stunning location that make up the Mother City's unforgettable, world-renowned summers.

Highlighting the Shimmy Beach Club's summer calendar and including sophisticated fashion, food, celebrity profiles and travel, *Shimmy Style* will pair compelling content with beautiful images and world-class design; hallmarks of New Media's award-winning Consumer Division titles such as *TASTE*, *Visi* and *W* magazine.

"It's a pleasure to welcome this stylish brand into our stable of magazines," says general manager of the Consumer Division Aileen Lamb. "We are really excited to craft exquisite content for this client. The Shimmy Beach Club is a Cape Town institution and it deserves a showpiece to celebrate this."

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About New Media

New Media is the leading content marketing agency in South Africa. Established in 1998 and part-owned by Media24, New Media connects people to brands through crafted content on a variety of media platforms. Based in both Cape Town and Johannesburg, the company's portfolio covers the retail, food, financial services, motoring, décor and entertainment industries. New Media adds value to brands and audiences by creating content that engages, entertains, increases sales, improves customer affinity and retention, positions brands and aligns informed staff.

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