

New Media and Yuppiechef team up for an SA first

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New Media is thrilled to announce the arrival of *TABLE*, a brand-new quarterly food magazine created in partnership with award-winning online retailer Yuppiechef.

Launching a print magazine, the first in the South African online retail market, is a move that follows in the footsteps of international retailers such as Net-a-Porter and ASOS, as Yuppiechef goes even further to provide customers with a 360-degree offering.

Yuppiechef's mission is to bring people together through cooking and sharing good food. So what better name for such a magazine than *TABLE*, the very meeting place where people connect over food. And with all the tools, tips, tricks and ingredients needed to prepare delicious meals readily available on the Yuppiechef.com website, the addition of an inspirational magazine that can be collected and consulted is a perfect fit for the brand.

"We're very excited about the launch of *TABLE*," says Yuppiechef managing director Evan Torrance. "Although there are other food and home magazines on the market, there are few that offer the scope and reach that *TABLE* will to the entire Yuppiechef customer base each quarter. The magazine captures the best of our offering from a product perspective, and pairs it with the best of our new content, trend watching and news from the industry, which we think our customers will find really useful and interesting. The partnership with New Media has been seamless, and we're very proud of our launch issue and excited about future issues to come."

Featuring top-notch ingredients and culinary tools - all of which are for sale on the Yuppiechef.com website - as well as a host of attainable recipes, *TABLE* will pair compelling food content with beautiful images and world-class design, hallmarks of New Media's award-winning Consumer Division magazine titles such as *VISI* and *Eat Out*.

"It's a huge coup for New Media to add *TABLE* to our stable," says Aileen Lamb, general manager of the Consumer Division at New Media. "This partnership offers us the opportunity to team up with one of South Africa's most loved online retailers in the creation of a truly innovative new product. In terms of both business thinking and culture, Yuppiechef is a perfect fit with New Media, and we are excited to work together to launch a print brand extension on the back of such a successful digital brand. It's a move that will undoubtedly drive both repeat business and brand loyalty for Yuppiechef customers."

TABLE magazine - which is worth R29.95 per issue - will be shipped to Yuppiechef customers along with their purchases on a one-per-quarter basis.

For more information, contact Cat Anderson on 021 417 5178 or cat.anderson@newmediapub.co.za.



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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New Media



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