

New Media gets a healthy dose of new business

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New Media, SA's leading customer publishing company has won the pitch to publish a new customer magazine for the Netcare group. The magazine will be positioned as a family medical magazine which aims to inform, advise and educate readers who have entered the Netcare network.



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New Media promises a refreshingly different take from other established customer medical and health titles. The magazine will be available in all Netcare hospitals as well as Medicross Clinic waiting rooms. The 64-page magazine will be published three times a year with a print run of 65 000 copies. Limited advertising positions will be available to relevant marketers.

Says publisher Andrew Nunneley, "We are thrilled to be entering the health and medical environment with a market leading partner as dynamic as Netcare. By understanding and measurably achieving their objectives as well as rewarding and entertaining our readers, we are confident that this title will become a potent tool for the Netcare group."

The magazine will be produced in partnership with www.health24.com who will assist with expert knowledge and content provision. Health24 editor, Heather Parker will act as consulting editor to the magazine.

Comments Gary Martin, Communication Manager for Netcare, "The growth and success of customer magazines has convinced us that a good customer magazine can add tremendous value to our business. New Media's pitch illustrated the kind of thought and creativity which we believe will result in a product which measurably delivers growth on the already strong affinity for our brand and adds real value to both our patients and the communities we serve. We believe that our customers will use it as a valuable point of reference for a range of health and wellness issues."

New Media has established itself as one of the leading customer publishers in South Africa, offering an array of communications solutions to several industry categories. From magazine publishing to website development and events, NMP's clients range from the Retail, Finance, Property, Entertainment, Travel, Motoring, Décor, Youth and Food environments. Blue-chip clients include Woolworths, Multichoice, Edgars, FNB, Mango, Plascon, Mercedes-Benz, Ackermans and Pinnacle Point.

The first issue of the Netcare customer magazine will be published in April 2008.

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New Media



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