

Relationships strengthened with customer magazines

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Five titles in the New Media stable have increased significantly in circulation, according to the latest announcement from the Audited Bureau of Circulation. Dish/Skottel, South Africa's biggest magazine, continues its incline as Multichoice signs on new subscribers. Mango's in-flight magazine, Mango Juice, recorded its first ABC of 14 543 (Oct- Dec 07).

Comments MD Bridget McCarney, "In today's economic landscape, South African companies need to reaffirm their positioning in the marketplace. We provide a measurable platform for our clients to maintain and continually strengthen their relationship with their customers. This is confirmed by continuous increase in circulation of our customer titles."



The following titles have increased significantly year-on-year:

Period: October – December 2007

Dish/Skottel for Multichoice
Current ABC: 1 656 489
Oct-Dec 06: 1 431 245
Year-on-Year Growth: 15.73%

Dish Africa for Multichoice
Current ABC: 236 613
Oct-Dec 06: 169 907
Year-on-Year Growth: 39.26%

Period: July 07 – December 07

Off Limits for Edgars
Current ABC: 70 000
Oct-Dec 06: 22 882
Year-on-Year Growth: 205.91%

Period: January 07 – December 07

Mercedes Transport for Mercedes-Benz Commercial Vehicles
Current ABC: 14 547
Oct-Dec 06: 9 020
Year-on-Year Growth: 61.27%

Plascon Colour for Plascon
Current ABC: 10 631
Oct-Dec 06: 9 778
Year-on-Year Growth: 8.72%

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.

- " **The 2024 *Eat Out* magazine is on shelves!** 10 May 2024
- " ***Eat Out* unveils more robust judging process** 28 Mar 2024
- " **Iconic *Taste* brand embraces a digital-first future** 5 Mar 2024
- " **New Media presses play on agile new video agency** 1 Dec 2023
- " ***Taste's Loadshedding Cookbook* lights up London awards** 27 Nov 2023

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