

New magazine *The Vegan Life* launches

Media 24 launches *The Vegan Life* magazine on 30 January 2017 for R49, available from all major retailers, with a digital version purchasable at www.mysubs.co.za.



This 84-page glossy fills a unique gap in the market focusing on the vegan lifestyle, a vegetarian diet that also excludes eggs, dairy and any other animal-derived products. There are a growing number of people becoming conscious about what they consume. PETA (People for the Ethical Treatment of Animals) dubbed 2016 #TheYearOfVegan.

“The shift towards veganism is interesting,” says Marianne Erasmus, publisher. “It reflects a growing awareness of our impact on the world, because the basis of veganism is not only about what is good for the individual, but also what is best for the planet. We support the decision to live ethically and the activism behind it and are proud to launch the first vegan magazine in South Africa.”

The magazine aims to give the reader everything they need to know about veganism, as well as addressing some of the more contentious issues such as pet owning. The magazine has expert advice from Jessica Kotlowitz (registered dietician) and Dawn Macfarlane (plant nutritionist), with information about how to start a 21-day vegan challenge, 32 delicious vegan recipes, food lists of what to eat, a tried and tested guide to the best restaurants in Cape Town, Joburg, Durban and Pretoria offering vegan food and more.

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