

***Fresh Living* continues to buck the magazine trend with a proven ROI**

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Over two million engaged, loyal readers; proven sales uplift and significant ROI for advertisers... Too good to be true, you might ask?

➔ Summer drinks ➔ Wines reimagined ➔ Pinotage Day

Pick n Pay

OCTOBER 2018
ISSUE 122

freshliving

SOUTH AFRICA'S BEST-LOVED FOOD MAG

FREE
TO SMART
SHOPPERS

Swipe your Smart Shopper card to claim

Fire it up!

OUR BIGGEST & BEST BRAAI BONANZA

> Prawns, steak,
snoek, kebabs,
salads and more

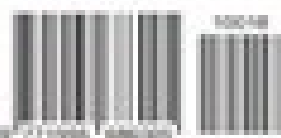
> Braai broodjies
go gourmet

67

RECIPES
THAT SAY:

**HELLO
SUMMER**

R29.90 OTHER COUNTRIES
APPROX. NET



PLUS

VEGETARIAN DISHES SO
DELICIOUS YOU WON'T
MISS THE MEAT...

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saus chops
page 26*



Justine Drake

Not at all, if you look at the latest research, conducted by Smart Shopper and BrandMapp, into Pick n Pay's *Fresh Living* readers.

Multi-award-winning customer magazine, *Fresh Living*, produced by John Brown Media, with a print order of 500,000 given away free to Smart Shoppers, is bucking the print trend with an audience that far outreaches even the most popular TV shows.

Packed with accessible, solution-driven content, from everyday family recipes and money-saving meal planners to entertaining advice, new product updates and insight into topical news issues, it reaches an impressive 2.133 million people per month* and according to recent Smart Shopper research**, readers spend up to 70% more than non-readers.

“*Fresh Living* has long traded on the legacy of trust and respect that Pick n Pay enjoys from the South African public, and that, coupled with content that addresses the very real need for us to feed our families as efficiently and affordably as possible, has resulted in a much-loved magazine that enjoys enormous brand loyalty. Based on this, products featured in *Fresh Living*, whether on ad pages or in editorial, enjoy the halo effect of that trust,” says editor Justine Drake.

Research into *Fresh Living* readers, conducted by independent firm 5one, showed that there’s been an increased sales uplift for advertisers across October, November and December 2017. The stats support Drake’s claim:

- Skip Detergent up 167%
- Cadbury’s Chocolate up 66%
- Ceres Juice up 42%
- Bakers Provita Rice Cakes up 181%
- Canderel Sugarly up 171%

It all just goes to prove that real engagement is simply about inspiring, relevant content... Always has been, always will.

“*Fresh Living* magazine continues to go from strength to strength – this can be seen by the fact that every month, 500 000 Smart Shoppers rush into Pick n Pay to grab a copy of the magazine. I believe that this is down to the quality and relevancy of the content and the easy, accessible recipes. *Fresh Living* is a brilliant representation of the Pick n Pay brand and continues to be one of our most fundamentally important marketing tools. The John Brown team understands the South African consumer, and this is what makes their work so powerful.” – Michelle van Schalkwyk-Haley, Head of Brand, Pick n Pay

Look out for the October 2018 issue’s fresh, new cover look, in-store on 19 September.

Sources:

* Brandmapp Survey 2018

** Smart Shopper survey June 2018 & Shopper Centre Performance, 52 weeks ending 3 June 2018

5one analysis: *Fresh Living* October-December 17 issues

About John Brown Media

John Brown South Africa is part of a leading global content agency, with clients such as Pick n Pay, Old Mutual, Life Healthcare, Discovery, Spur, BMW, MINI and Total locally, and Waitrose, John Lewis, Orange, RBS and Hannaford Supermarkets abroad. Their track record in helping their clients maximise customer engagement on multiple platforms is evident in both the diversity and longevity of the client portfolio. John Brown has offices in Cape Town, Johannesburg, London, Hong Kong, Singapore, Helsinki and Dubai. John Brown is part of the Dentsu Aegis Network Group.

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