

Times Media to launch new title, lets go of *Stuff*

After launching and publishing *Stuff SA* for five years, Times Media's license to publish the magazine was not renewed. Although the November/December issue currently on shelf will be the company's last issue of *Stuff SA*, it will launch a brand new magazine title at the beginning of 2013.



"We have a very capable, proven team and an extensive track record of successfully launching and developing publications in the South African market," says Charles Boffard, who will edit the new title. "Now we're turning our talents, relationships and market knowledge to launching a home-grown South African magazine title for the luxury market at the beginning of the year."

Stuff to go monthly

Stuff will go monthly next year after a new publishing venture has taken over its South African contract. The new media venture will be headed by the owner and publishing editor of Longevity Media and industry veteran, Gisèle Wertheim Aymés, and business director Sally Hudson.

"*Stuff* will continue to be everything you want to know about everything you need," says Toby Shapshak, who has edited the magazine since it was launched in November 2007. Shapshak will be the publishing editor in the new organisation. "It's great to be working with dedicated professionals like Gisèle and Sally, which will enable *Stuff* to grow even further."

Every year since its launch, the magazine has reportedly increased circulation dramatically even in periods when magazine sales were in decline. It has broken the 25,000 mark with its year-on-year increase from 23,215 copies to 25,811 - an 11.18% increase.

Having been bi-monthly, it will be published every month from May 2013 and an online publication will be launched soon.

Commenting on the new venture, Wertheim Aymés says: "We are developing a more quick-footed and appropriate model for independent media publishing in South Africa. It is about bringing together the best and most appropriate talent to work in a collaborative, collective environment, where there's direct ownership in the brands they put so much intellect, passion and hard work into."

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