

Magazine world sees new publisher, new specialist issues

May and June 2011 see a new appointment and specialist issues in the magazine world. *Cars in Action* and *Bakkie & Truck* magazines has a new publisher, Wendy Robinson; *Muscle Evolution* publishes Jay Cutler special collectors' edition; and *Uncut*, loveLife's youth lifestyle magazine has a competition for its celebratory Youth Month issue in June.



Wendy Robinson

Robinson, who has a wealth of top-level motor media experience, takes over publishing duties from Michele Lupini who founded the magazines 15 years ago and now continues as CEO. Wendy will work in collaboration with editor John Bentley.

Commemorating Jay Cutler tour

As the exclusive media partner for the Jay Cutler tour of South Africa, *Muscle Evolution* has printed a special collectors' edition for the May/June issue, now out. Cutler is the current and four times Mr Olympia champion and the magazine was given exclusive media access to him during his recent two-stop tour of South Africa.

"Despite being the biggest name in world bodybuilding, we have never featured Jay on our cover before, as it is our policy to only feature international athletes who visit our country," explains editor-in-chief, Andrew Carruthers. "We are pleased to have had the chance to meet this athlete and finally feature him on the cover." The issue includes an in-depth interview with Jay, as well as behind-the-scenes images and info of his whirlwind tour.

Also featured in this issue is an exclusive, uncut and uncensored interview with Australian pro bodybuilding legend, Lee Priest.

Celebrating Youth Month



In celebration of June, Youth Month, loveLife's *Uncut* magazine putting the spotlight on Youth Who Rock. The magazine is calling for young people to highlight the achievements of the Born Free generation and nominate young South Africans (aged 14-23) who are motivated and in charge of their destiny. The deadline for submissions is 16 May 2011.

"It's about showing the world that young people are taking action. They are carving an identity for themselves as movers, who are activists, visionaries and collaborators in designing a robust future for South Africa," says editor Bongani Madondo.

A shortlist of 35 'Youth Who Rock' from entries received will made available for magazine readers and youth across the country to vote for their favourite entry. Selected finalists will be featured in a special Youth Month edition.