

New magazine to forge stronger southern hemisphere bonds

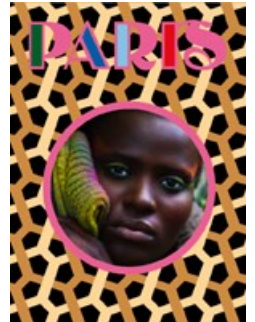
A new magazine, focusing on developments in the southern hemisphere, will be launched by [The President](#) design studio at the [Toffie Pop Culture Conference and Festival](#), taking place in the Cape Town City Hall from 30 March to 1 April 2012.



Entitled *Paris - fading like a childhood memory*, it is a visual lifestyle publication, reflecting current lifestyle trends and solutions from the southern hemisphere and looking at how these influence the world we live in. The magazine will be tri-lingual, published in English, Spanish and Portuguese, as it will be distributed in South Africa, Argentina, Brazil and Europe.

Peet Pienaar, creative director at The President says, "With all the radical changes in the world, the south's influence is becoming very important. This magazine is an effort to shift the world's attention to all the wonderful things happening in the south and also to forge stronger bonds between southern hemisphere role players."

The 160-page bi-annual magazine, with an initial print run of 15 000, offers split advertising rates across the tri-continental distribution platform and will retail for R60 in South Africa.



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