

New look for Insig



The redesign, larger print run and increased number of pages of the April 2006 issue of *Insig*, the Afrikaans lifestyle magazine which recently won the Rossi Trophy for the best consumer title in the country at the November 2006 Sappi PICA Awards, will be a reflection of the magazine's increased focus on the emerging 30-something Afrikaans market.



"*Insig* will boast a new cover and masthead design and clearly defined editorial sections retaining the editorial credibility of the magazine," says newly appointed editor Izelle Venter, who has broadened the editorial offering to include the latest travel, music, health, leisure, technological, food and drink updates.

Comments Hannerie Visser, publisher of New Media, "We want the magazine to reflect many outlooks, not one opinion, making it more accessible to the larger audience of Afrikaans speaking South Africans who love their language and culture, yet consider themselves part of the global community that extends beyond our borders."

Insig's print run will increase to 25 000 and the number of pages will increase from 84 to 100. In addition, each month the magazine will focus on a specific theme beginning with socialising in April, television in May and travel in June. "A host of new features will run concurrently with the various themes," adds Venter. Examples include 'Ten of the Best', South African personalities and a photo essay. There will also be debate pieces, etiquette columns and a look at the unexplained.

According to Visser, an extensive 12-month research project revealed that "there is definitely a need in the market for a publication tailored for young, Afrikaans professionals. The magazine market has grown substantially and whilst consumers are spoilt for choice, they have become far more astute and discerning. Key findings from our research indicated that although readers within this lifestyle group (LSM 8-10, 25-45 years), want the latest news and views and respect and admire *Insig*, their magazine of choice must also allow them to indulge and escape - a mitigating factor for purchase.

"We are extremely lucky to work with a pool of the country's top writers and while the new look *Insig* will incorporate similar topics... we will look at them from a different perspective," concludes Visser.

The April issue will be on sale countrywide at the end of March, for R24.95.