

Turning up the Heat

It was the launch of new weekly international celeb magazine, Heat, a week ago. The 'fiery' launch took place at the still elegant City Hall in Jozi, complete with fireaters, the odd stiltwalker and carnival performers. But it will take more than a bit of fire to produce 100-pages of celeb news and gossip every WEEK – and sell enough space to jaded media planners who will probably adopt a wait and see attitude.

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