

Free magazine for Cape Town tourists

New Media (NMP) announced last week that it has been appointed publisher of a new magazine for visitors to the Mother City, similar to the Kagiso Urban Management/Blue Planet Media ['Welcome to Jozi Pack'](#).

Time Out Cape Town: Best of Cape Town Central City is an idea driven by the Cape Town Central City Improvement District (CCID), which approached the local publisher "looking for something innovative", according to CCID communications manager Petro Mostert.

Domestic and international visitors to the Mother City should benefit from this new 80-page travel guide, edited by Lisa van Aswegen. The magazine will include listings of 250 sightseeing, cultural, eating, accommodation and nighttime venues written by independent local journalists.

The print run will be 60 000 and it will be available at hotels, restaurants, coffee shops, tourism offices, Cape Town International Convention Centre and inside Rikki's Taxis. Copies will also be distributed at check-in counters at Joburg, Cape Town and Durban international airports to guests on Mango - another NMP client.

Time Out is a global brand represented in 58 countries. It's published in South Africa under licence by NMP.

For more, visit: <https://www.bizcommunity.com>