




# Visi launches five issues a year

 South African décor magazine VISI will add a fifth issue to its current annual quarterly print schedule, according to publisher Irna van Zyl, New Media. The latest audited ABC circulation figures (July 2004 - January 2005) reveal that the magazine has the highest percentage growth in its category, an increase of 40% on the previous period.



"The important fact remains that VISI has managed to grow in a highly competitive market," says van Zyl, who confirmed that the decision to publish a fifth issue is in response to reader and advertiser demands. "VISI's growth, along with Woolworths TASTE and SA Homeowner, has served as the main drivers behind the escalation of the vibrant food and décor category."

The shelf dates for the five issues have been set for March (autumn issue), June (winter issue), August (spring issue) and October (summer issue) culminating with a special holiday issue, which will be on sale from the beginning of December.

Van Zyl comments that while the magazine continues to attract Afrikaans readers, there is no doubt that the English readership is still on the increase. Initially published solely in Afrikaans, the much-anticipated English edition of VISI took pole position alongside its trendsetting Afrikaans predecessor, on magazine shelves in April 2004. Since then the magazine has continued on its award-winning streak and in 2004 VISI was awarded the best home, décor and garden magazine title at the Prestigious Pica awards. VISI décor editor Tina-Marie Malherbe then secured, for the second year in a row, the golden Premier Mondi Award in the At Home category alongside finalist Annemarie Meintjes, VISI's deputy editor.

"VISI is committed to supporting homegrown talent," says Van Zyl who adds that the magazine only showcases all-local content. "This factor and our award winning team, spearheaded by décor devotee Sumien Brink, reaffirm VISI's position as the ideal publication for advertisers to reach a top end, aspiring, LSM 8 to 10 audience."

VISI editor Sumien Brink concurs with Van Zyl and says that her dedicated editorial team, which cites South Africa as the perfect canvass from which to draw on design inspiration, has contributed largely to the success and growth of the magazine. "When we were selecting houses for the latest issue, which includes a white hideaway in the heart of Cape Town, a glass house in Johannesburg and a protea farm in Knsyna - we were once again amazed by the variety in South African architecture and the ways in which our architects conceptualise spaces with a sensitivity for our particular landscapes."

VISI's print run for the striking black and white autumn issue is 32 000 (18 000 English, 14 000 Afrikaans). The magazine will be on sale from mid-March, in stores countrywide for R34.95.

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