

TASTE sales continue to soar

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The latest audited ABC circulation figures (July - December 2005) for New Media's flagship customer title Woolworths TASTE magazine, reveal that the magazine has the highest percentage growth within the food and décor category.



TASTE, which recently won the Food Styling category at the prestigious Gourmet Voice Awards in France, has increased its circulation period-on-period by 27%, bringing the total to 27 456.

"We are delighted that TASTE recorded the highest percentage growth in the food and décor category and is therefore responsible for the growth of the category as a whole," says publisher and New Media Executive Director Irna van Zyl.

"Customer magazines are very effective in growing brands and are a sophisticated form of marketing communication which can deliver measurable results," says Van Zyl. The key to the success of any customer communication in achieving its goal is to target the audience with material that is relevant to them, their lifestyle and attitudes. "Taking cognisance of this, TASTE reflects what Woolworths stands for - quality, style, inspiration, healthy delicious food, and value that is accessible to everyone."

Mercedes and A-Plus (Ackermans), two more award-winning customer titles from the New Media stable, have also grown significantly boasting similar results with a 101% and 45% increase respectively on the comparative period. Dish and Skottel magazines, published by New Media on behalf of Multichoice, remain the publishing house's star performers, as the latest figures reveal the magazines have cracked the magic million mark, affirming their position as South Africa's largest circulating magazines.

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