

Books Division of New Media to launch in July

Issued by [New Media](#)

19 May 2015

Headed by Sumien Brink, current editor-in-chief of *Woolworths TASTE*, and complemented by the creative force of Crispian Brown, creative director of [New Media](#), the New Media Books Division will launch on 1 July 2015.



Sumien Brink

Falling under the Consumer Division of this leading content marketing agency, New Media Books will provide niche publishing services to their current and new client bases, taking custom book publishing to niche audiences in a premium format.

"The company is passionate about niche book publishing, and we're perfectly primed to launch this new division," says Brink. "Success will be achieved by utilising New Media's ability to create beautiful content using the art of storytelling."



Crispian Brown

The books will be an indulgent read for existing audiences and follow the high-visual, excellent-content format of New Media magazine titles such as *VISI*, *Eat Out* and *Woolworths TASTE*.

"As a media owner, New Media needs to focus on its audiences and provide them with relevant content in a format that suits their specific needs," says Bridget McCarney, managing director of New Media. "We have wanted to launch this division for some time, and our readers' research and client base tells us that now is the right time to do so. While digital continues to be a format that is highly accessible to consumers, they are also hungry for the 'coffee-table book' format that provides longer-term content satisfaction."

Applicants for the editor-in-chief position of *Woolworths TASTE*, which Sumien Brink leaves open, are invited to send their CVs and cover letters to Camillah West at jobs@newmediapub.co.za or call 021 417 1111 for more information.

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