

# Strong team steps up to the plate for New Media

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New Media (NMP) recently announced five senior editorial appointments within the group.



Heather Parker - editor *Pezula* magazine

Further evidence of the depth and quality that is the essence of NMP's runaway customer publishing success, Heather Parker takes the reins as editor of *Pezula*; Anelde Greef as editor of *Edgars Club Magazine*, Donnay Torr, editor of Edgars' youth title *Off Limits* and Sarah Kuttel editor of *Mango Juice*.

Bridget McCarney, managing director of NMP said the company prides itself on editorial excellence. "This is one of our key USPs – ensuring we stand proud and engage with our clients and readers," said McCarney. "The importance of finding the best of the best for the job is critical - and this we have done."

Parker's successful journalistic career began in the newspaper field and in 1997 she moved into the magazine publishing arena as deputy editor of *Cosmopolitan*. With her ongoing experience as editor for the successful launch of *Shape* and more recently as editor of *Health24* and special projects editor within the Women's Magazine Division of *Media24*, the continued success of *Pezula* is guaranteed to grow under Parker's able guidance.

According to McCarney, Greef, previously features editor of *Woolworths' TASTE* and associate publisher of *Edgars Club Magazine* - both examples of retail customer publishing success and recording substantial year-on-year growth - is perfectly positioned to drive the *Edgars Club Magazine* to even greater heights, whilst Torr brings her young blood experience from *JIP*, *Die Burger's* successful youth supplement, to the Edgars *Off Limits* magazine. Sarah Kuttel joins *Mango Juice* following previous positions at *Femina* and *House & Leisure*.

"Customer magazines is a category apart, in that editorial skills must also encompass specific marketing strategy, and I am confident our new team will continue to take us to the next level," said McCarney.

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