

New titles swell print offering

The company's publishing ventures are set to grow next month with the addition of two new publications; the first edition of *TOYOTA ZONE* under the RamsayMedia banner and *CAR*'s first-ever book are both due to roll off the presses within weeks.

TOYOTA ZONE, the second title in the Custom Publishing stable, will see 31 500 copies of the bi-monthly magazine mailed to Toyota consumers and dealerships at the end of May.

The 96-page lifestyle publication will have the look and feel of a consumer magazine, its content pillars focusing on launches, news, eco issues, sport and travel, with additional sections including lifestyle, gear and people.

Competitions will be a key element, adding value to readers and serving as an important tool to grow subscriptions, according to the publisher, Neal Farrell.

The magazine will appeal to people who are loyal to the Toyota brand, are passionate about their cars and look for good value,

while at the same time having enough broad interest to attract outside readers, he said. Features will encompass both urban interests – shopping, entertainment, eating out – and the country – game parks, 4x4 routes, places to stay, and more.

"The business model is to increase subscriber retentions and acquisitions through a solid editorial package that will, at the same time, allow Toyota to build stronger consumer relationships and greater product knowledge," he explained.

In line with RamsayMedia's philosophy of offering clients a multi-platform market-

ing solution, *TOYOTA ZONE* readers will also be reached through a number of digital touch points, including a digimag and an email webletter.

All new Toyota buyers will receive a free copy of *TOYOTA ZONE* and will be encouraged to subscribe. The magazine has a cover price of R19,95, with an annual subscription costing R90.

A new team is responsible for the latest addition to the stable. Apart from Neal as publisher and Robyn Daly as managing editor, a Johannesburg-based editor, Stuart Williams, has been contracted from the June/July issue, while Christelle Botha, currently art director of *Top Billing* magazine, joins the team at the beginning of May. New ad sales execs Colin Garden and Anton Willemse will look after the ad revenue for the brand.

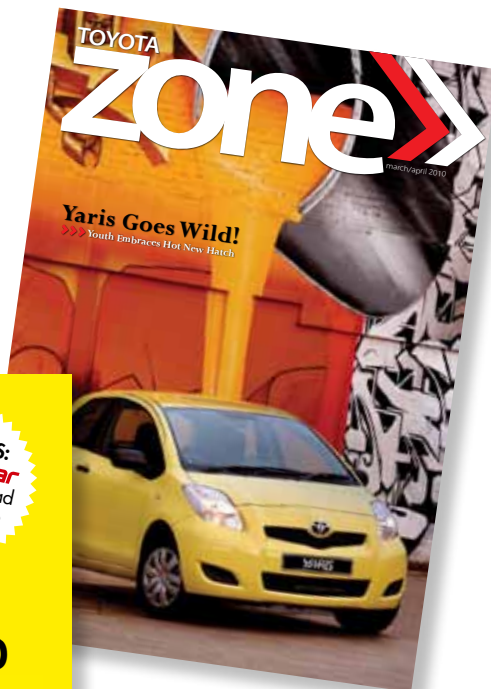
CAR's first foray into book publishing, *Cranked Up – Confessions of a Petrolhead*, is a humorous compilation of the driving adventures of deputy editor Hannes Oosthuizen combined with road test information on the nearly 3 000 vehicles *CAR* has tested since 1957.

The 288-page, A5 book relates Hannes' encounters with motoring personalities and his experiences behind the wheel of some of the most glamorous vehicles in the world, from Batman's Lamborghini Murciélago to Fernando Alonso's Renault F1 and the Koenigsegg CCX owned by controversial SA strip-club owner Lolly Jackson – all told in Hannes' inimitable tongue-in-cheek style.

About half the book is comprised of the magazine's road-test database, gathered over more than 50 years, making the publication a comprehensive and entertaining resource for motoring enthusiasts.

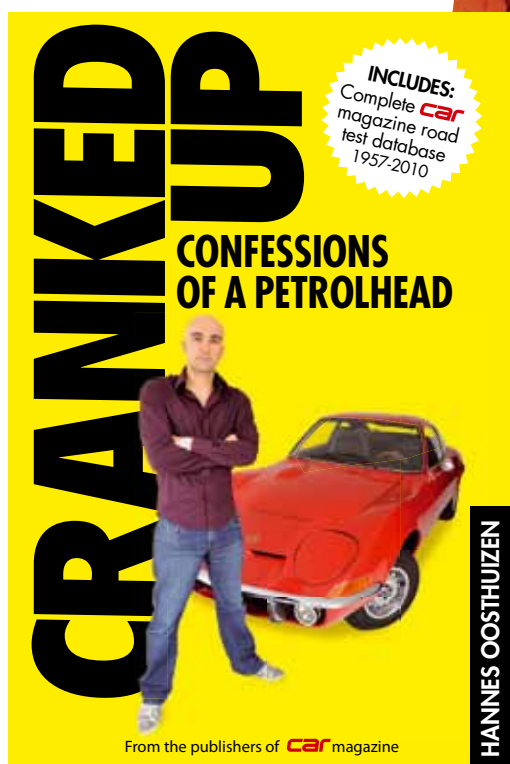
Taking advantage of *CAR*'s strong social media presence, *Cranked Up* already has a following on Facebook and will be promoted on Twitter. Several launch activities are in the pipeline, including a book signing at the *CAR*-hosted virtual Le Mans and a competition and review on 5fm by DJ Sasha Martinengo.

The book will sell for R149,95.



Above: The Custom Publishing division has some fun and exciting design ideas for its latest addition, *TOYOTA ZONE*, as shown by this concept cover.

Left: *Cranked Up*, the first-ever book from *CAR*, is a witty account of Hannes Oosthuizen's motoring adventures.



RamsayMedia amps up its success

Consumption of the company's media is on the up and up. The latest AMPS (All Media and Products Survey) results and analysis of the brands' digital traffic both reflect growth year on year.

RamsayMedia titles captivate a significant number of readers – more than two million people or 6,3 per cent of the population read one or more RamsayMedia magazine, an annual increase of 12 per cent, according to AMPS 2009. At the same time, the latest website figures show continuing month-on-month increases in the number of unique users.

CAR magazine's readership has gone up by 18 per cent to 1,2 million, *Leisure Wheels* by 30 per cent to 162 000 and *WIEL*'s by eight per cent to 127 000 average readers a copy, giving the Automotive titles a total readership of more than 1,3 million a month.

Getaway and *Compleat Golfer* also saw good growth for the period, at 14 and 10 per cent respectively.

Interestingly, the AMPS survey indicates that the majority (64 per cent) of Ramsay-

Media consumers are of colour, the average age is 36 and only a third have English as their home language.

Meanwhile, the brands' websites continue to deliver record figures – thanks largely to Preditor, the content management system that facilitates search engine optimisation.

- CARmag's unique users jumped by 30 000 in March, giving the site an all-time high of 73 861 visitors for the month.

- A record 25 574 unique users visited *Getaway.co.za* in March (vs. a 2009 average of 19 226).

- Winemag recorded 17 103 unique users in March (vs. an average 9 929 last year – an increase of 72 per cent).

Hotel & Restaurant's website, launched in its present form a year ago, has seen exceptional growth since establishing a dedicated hospitality industry careers portal at the beginning of March. The move resulted in a 26 per cent increase in unique users in the month of its launch – and the site isn't yet on Preditor. ■

Farewell, old friend

RamsayMedia lost a friend of 40 years with the passing of Pieter Fourie last month. He died of cancer 13 years after retiring as *CAR* publisher and director of the board, at the age of 77.



Piet, as he was known to his closest friends, joined the company in 1958 as production manager of Ramsay Parker Publications, a Rhodesian subsidiary of the then-Ramsay, Son & Parker. He moved to Cape Town in the early 'seventies to take on ad sales for the newly launched *Technicar*, becoming national business manager when it merged with *CAR* in 1976. The magazine saw unprecedented growth under his helm as publisher, becoming the biggest-selling motoring magazine in South Africa.

He was held in the highest regard by the industry and is fondly remembered by long-time staffers who worked with him. He leaves his wife, Marina, two sons and two grandchildren.

More fulfilment for subs services

RamsayMedia's subscriber services has grown its client portfolio. The division has taken on the subs requirements of Overdrive Publishing's *Speed & Sound* magazine and Media Nova's *Sandton* magazine and *The Property Magazine's* three regional editions.

The additions swell to eight the number of outside titles for which the company provides a fulfilment service – it has held the contract for Associated Magazines' *Cosmo*, *House & Leisure*, *Marie Claire* and *Oprah* for several years.

"We have established a solid reputation in the industry through our strong systems and processes and excellent staff committed to providing top-notch customer service," commented audience development manager Ian Dinan. "Coupled with competitive pricing structures, we are able to add value to publishers by advising them on best practice and opportunities to supplement their marketing activities."

The growth of the Custom Publishing division was another area where RamsayMedia could extend its services, he said.

"With *TOYOTA ZONE* now part of our contract publishing suite, we can demonstrate our proficiencies in growing the client's subs base and developing the brand's audiences using our multi-platform expertise. Through our CRM initiatives, we aim to develop Toyota's lifetime relationship with its clients." ■

Quote of the month

Golf is very much like a love affair; if you don't take it seriously, it's no fun, if you do, it breaks your heart. Don't break your heart, but flirt with the possibility.

– Louise Suggs



Popular Mechanics had some one-on-one time with subscribers, clients and Facebook fans last month when they hosted the group to a day at the SA Navy in Simon's Town. Navy personnel escorted the team aboard a frigate and a submarine, showed them around and took them into the engine room, where they explained how it all works. Afterwards, the visitors were treated to lunch with the captains.

welcomeonboard



Cameron Ewart-Smith is no stranger to *Getaway*, having cut his editorial teeth as a photojournalist with the magazine a decade ago before leaving a few years later to travel across South America researching a book. Now he has returned as editor, bringing with him extensive experience in developing content strategies for website, newsletter, mobile, events and TV – knowledge acquired as editor of custom titles *Xplore* and *Wild*. He kept his ties with the brand though, acting as compère of the *Getaway* Show and presenter of photographic workshops for readers. He also notched up experience as a TV presenter of a series about the peace parks bordering SA, so he has practical experience across all *Getaway's* platforms.

Cam loves sport, military history, food and wine, conservation and anything outdoors – diving, hiking, mountain biking and mountaineering among his particular interests – some of which he shares with his wife, Justine, and their two boys.



Brett Soutter is a “hardcore” endurance athlete, having years of duathlons, triathlons and ultra-marathon running and cycling events under his belt. He is currently training for his second Comrades Marathon, while hiking is one of his less demanding pursuits.

When not pushing himself to the limit, he enjoys a challenge of a different kind – selling ad space, a task he has just taken on for Automotive. He has experience selling across a range of platforms, most recently as key accounts manager with Campus Media.



He has always been technically inclined – he views his work as web developer as a lifestyle rather than a job, says **Cicero Joseph** – so his decision to study Information Technology at CPUT (Cape Peninsula University of Technology) was an easy one. An internship at Eskom was an excellent start to his career. From there, an internship at RamsayMedia was followed by a long-term contract until finally, two years down the line, he has been made a permanent member of the Digital Publishing team. Here his greatest achievement has been his role as lead developer in redesigning the company website. Challenging deadlines and keeping up to date with industry developments keep him on his toes, but positive feedback and happy users make it all worthwhile, he says.

Cicero's free time “runs on a different program”; he enjoys being outdoors, particularly walking in the mountains.



From sales management to publishing, digital to outdoor advertising, **Harry Lee-Rudolph** has done it all. It began at *The Star* newspaper, where he was senior financial executive and later head of special projects. He turned editor/publisher with the establishment of Grape Publishing, whose titles ranged from health to skateboarding, before joining a business-to-business advertising company, Reed Business Information, as national sales manager. Harry then added online sales experience to his repertoire when, as commercial manager of news wire

service Agence France-Press, he spearheaded the sale of news to websites. This was followed by stints with community newspaper body Capro and Adreach outdoor ad group. So all in all, *Popular Mechanics'* new national sales manager brings a wealth of experience to the job.

Harry is an outdoor man, having co-led an expedition through French Guiana and undertaken an overland trip in Brazil. He also enjoys golf, spinning, reading and DIY, when not spending time with his wife, Susan, and son, Bracken.



A career in marketing has always been on the cards for **Nomusa Vilakazi**. An illustrious school career was followed by a year studying marketing at RAU (Rand Afrikaans University) until budgetary constraints meant she had to go the part-time route – she is in the final year of her IMM Diploma. In between, she worked at a call centre, in client services and in internal sales administration – all skills that will come in handy in her new job as ad sales assistant for *Hotel & Restaurant*.

When her nose isn't in her study material, Noms enjoys socialising with friends, reading and spending time with her seven-year-old son, Thembelihle.



He believes wholeheartedly in the *Getaway* brand and is “over the moon” to have joined the team as ad sales exec, says **Ian Pepler**, who lists travel, photography, biking and sport among his passions. The latter interest saw

welcome onboard

him earn a B.Sc in nutrition and physiology and work in the health industry for several years before moving into media. He also has qualifications in business and people management from Harvard Business School and elsewhere, while *Autotrader* and New Media Publishers honed his selling skills.

When not keeping fit, Ian spends his free time with his fiancée, Saranne, and 11-month-old son, Travis.



When **Jude Idas'** dream of becoming a pilot proved unsuccessful, he decided to follow his interest in computers, studying Information Systems at the University of Cape Town and then through UNISA. A part-time job with Dutch online trafficking company DQ&A became permanent and put paid to his studies, although he plans to complete his B. Com in IT next year. Armed with three years' valuable experience as an ad operator and reporting consultant, he has joined the Digital Publishing division as digital trafficker, where he monitors the ad traffic for all brands except Automotive. He is very happy in his new position, which offers the opportunity to learn a lot, he says.

Jude's strength in maths hasn't gone to waste – he tutors learners in his free time – but his greatest enjoyment comes from breakfast rides on his motorbike and watching motorsport and cricket. He has also joined the RamsayMedia soccer team and intends to get fit playing a variety of action sports.



Having studied journalism, photography, feature writing and TV presenting, **Leilani Basson** joined Caxton in pursuit of her

dream of being a journalist. A subsequent stint at *Beeld* a few years later was interrupted when her husband, Frik, whisked her off to work in Saudi Arabia. There she became a columnist and the first-ever female assistant national editor of the *Saudi Gazette* – experience she put to good use back in South Africa as the editor of *Me! Magazine* and later Media24's *My Week* (neither of which survived). Turning freelance, she proved her mettle at Leisure Wheels sufficiently to become part of the permanent team in March.

Ever the travel and car enthusiasts, Leilani and Frik head for their Free State farm most weekends, accompanied by their seven dogs.



For RamsayMedia old-timers, **Jillian Beacham** is a familiar face. This is her third stint with the company, having first worked as PA to the editor of *Liquor Store Monthly* (forerunner of *WINE*) in 1988. She left to have a baby and rejoined the company as PA to the *Hotel & Restaurant* publisher in 1996, before becoming production assistant for the department. Now she's back as senior receptionist at Pinelands, a job that is both familiar and new in terms of staff and systems. Apart from her PA positions, Jill also has experience working as a receptionist and switchboard operator, so she is right at home in her new role with the company.



Sarah Duff always planned a career in publishing, but the role of travel journalist was beyond her expectations and she is thrilled to have joined the *Getaway* team, after a seven-month internship, as junior

online photojournalist. With a BA (Hons) to her credit, she cut her teeth as a researcher and journalist on a London legal publication before travelling in South East Asia and settling in Taiwan with the intention of learning Mandarin. The culinary and cultural differences proved a challenge and disenchantment with kindergarten teaching and homesickness persuaded her to head home – and in to her new job.

Sarah is pretty techno-savvy and her own blog, *veggiedelish.com*, where she posts her vegetarian recipes and photos, has been running for some time. She is also now responsible for *Getaway's* webletters and features and is the official tweeter and Facebook contact for the brand.

Apart from cooking, she enjoys running, yoga, mountain walks, the beach, movies and time with friends.



Buster Pitt followed his sports-filled school days with a two-year stint in the UK, the start of regular overseas trips that have taken him to Europe and Thailand. On his return, he began a career in ad sales with Absolut Media (selling space for several trade titles), C4 Media, *Entrepreneur* magazine and, most recently, Uber Media, where he sold promotional concepts and signage. Now he is keen to boost *WINE's* bottom line as the brand's new ad sales exec.

Buster is still active, playing tennis, running and doing yoga. He also reads voraciously, parties often and enjoys eating out.



The performing arts are where **Caswell Makhuba's** heart is, having written and directed plays and spent two years as part of the troupe at the African Cultural Theatre. But he quickly realised this wasn't a profitable career and he channelled his energy into computers and call centre work instead. With a call centre administration

qualification under his belt, he did telesales work for Direct Channel and Global Tele-marketing Services. Before signing up as a customer relations consultant in RamsayMedia's subs services department, he sold ad space for newspapers in the Media24 stable.

Caswell enjoys movies and computer games as well as spending time with his partner, Asanda, and their son, Kwezi. He's also keen to study graphic design at some point.



Samantha Peel's first publishing experience was as office manager at *Marie Claire* when it was still part of the Caxton group. She switched to sales when the title was sold, being tasked with selling ad space across the group's 13 titles. Her more recent experience has been in the field of custom publishing, working for Media Nova, the Publishing Partnership and Uppercase Media, but she is delighted she is now part of a large, well-established company with highly regarded consumer brands in her new job as ad sales exec for *Compleat Golfer*.

Samantha is still in love with the Cape after relocating from Johannesburg almost three years ago and she and her partner, Nathan, and daughter, Taylor, spend much of their time outdoors. She has signed on for an Adventure Boot Camp and is looking forward to a lean, mean physique, so watch out, guys.



Fielding calls at Eskom must rank as one of the tougher call centre jobs, but it is one **Jerome Timotheus** took in his stride. Coupled with the telephonic selling of death policies and retirement annuities, serving as a collection agent for Foschini, working as a flight reservations agent, on car rental research and other inbound and outbound campaigns, he is certainly the man to tackle

RamsayMedia's telesales efforts. Add to that a diploma in marketing management and further studies in sales management, and subscribers are in the very competent hands of the company's new customer relations consultant.

Jerome is a consummate pool player, having represented South Africa in the world championships in Blackpool in 2004, but his son, Jesse (four), and wife Andrea prefer him to stick closer to home, so he has honed his cooking and home maintenance skills instead.



Etienne Buys' real passions are surfing and music – he is a guitarist in a band called One Song On – but he is equally enthusiastic about his day job as a web designer, a talent he brings to digital publishing after running his own graphic and web design business with a friend. He gained experience working part-time while studying for a BA Communications Science degree and has also notched up a diploma in computer systems management. When his partner emigrated, Etienne decided the admin and debtor hassles were better left to someone else and signed on for “the open, relaxed atmosphere” at RamsayMedia, where he is responsible for the *Getaway* and *Compleat Golfer* websites in particular.



RamsayMedia Automotive is fortunate to have **Shantell Morgan** join the team as marketing services assistant. As she says, “I love market research and it's what I'm good at.” To prove the point, she is a few modules away from her marketing diploma and has several years' experience in the field; she was a business analyst and database administrator at Johnnic Communications and subsequently marketing research exec at INM Outdoor.

Shantell relaxes by baking and scrap-

booking, while her daughter, Sivarnia (3), and son, Jayden (10 months) keep her busy much of the time.



With a father who heads the Journalism department at Rhodes, it was almost inevitable that **Vanessa Berger** become part of the media fraternity. She chose to make design the focus of her Journalism degree though, heading for London and a year spent working for a small design studio on completion of her studies. A stint travelling though South East Asia followed before she settled in Cape Town and a job at String Communication, a media and publishing company. It has been her dream to work on magazines and she jumped at the opportunity to join *Getaway* as the Destinations and Show Window designer when the opening arose.

Appropriately, Vanessa loves travelling and the outdoors, hiking and running being high on her list of interests (she has just completed the Two Oceans half marathon). Yoga, gym and reading also fill her spare time.



Although **Meg de Jong** began studying psychology at 'varsity, the girl voted “most likely to be a writer” at school discovered her fellow pupils were right and changed her degree to film and media studies instead. She put that to good use overseas, working as freelance feature writer and copy editor at the *Calgary Herald* in Canada (where she has family). A stint in London followed, where she was a reporter and acting editor of a business publication. Back home she again freelanced, writing for a range of newspapers and magazines, before signing on as copy editor for *Compleat Golfer* last month.

Meg's creative talents see her painting, making jewellery, baking and cooking. She also enjoys the outdoors, with picnics and sundowners on the beach high on her list of fun activities.

welcomeonboard



Golf may be **Colin Garden's** leisure pleasure (he played for the University of Johannesburg while a student and is a scratch league player at Royal Johannesburg and Kensington Golf Club), but the world of marketing and sales is what drives him. He earned a B.Com in marketing management and Honours in strategic management at RAU before joining Nine Mile Media, a company specialising in advertising in the restaurant industry. Four years later he decided to dabble in auctioneering, but the pull of media and sales was too great and he has joined the Custom Publishing division, where he will contribute his marketing and sales expertise.

Apart from golf, Colin enjoys cycling and socialising.



Despite almost two decades' experience in the media industry, **Adèle Rhodes** says she has finally found her perfect job – ad sales executive for *Getaway*. She loves to travel and has been to much of Europe and parts of the USA as well as elsewhere, while she enjoys nothing more than spending time in the bush. Her enthusiasm is shared by her husband, Martin, who is a photographer.

Adèle began her media sales career at Business Day and worked in various roles there for 10 years before moving to Intelligence Publishing, selling ad space for *Business 2.0*. She freelanced for a while, then joined *The Citizen* as national sales exec for a few years. She returned to Business Day to reintroduce *The Weekender* into the marketplace, which was followed by a short stint at Financial Mail before the *Getaway* position came up.



Peter Olivier is the kind of guy who knows what he wants and will do whatever it takes to make it happen. To prove the point, he hounded Mike Fourie for an opportunity to blog for the *CAR* website, persistence that ultimately secured him the job of photojournalist with *WIEL*. Not that he doesn't have the credentials; he studied journalism and media studies at university and then earned a copywriting qualification from the Red and Yellow School of Advertising. Passionate about cars and photography, he decided he wanted to be a motoring journalist and began blogging for *Wheels24.com*. His association with *CAR* led to a data-capturing position in digital publishing and a foot in the door for a permanent job. Now he's often up before daybreak for photo- and video shoots before settling down to put words to the pictures.



An enthusiastic sportsman at school – he played hockey, cricket, soccer and golf – being involved in sport in some way was never a question for **Nick Krige**. He studied media and history at UCT before completing a journalism course at CityVarsity. While there, he was offered an internship as the sports writer for an online magazine and subsequently joined a web design company, Spaceacre, as the content editor. But when the opening for a junior journalist on *Compleat Golfer* came up, the opportunity to write about sport was too good to pass up. He will provide content for the magazine as well as blog for the website.

Ryan still plays indoor and league sport and hopes to join the RamsayMedia soccer



team, while improving on his golf handicap has gained some urgency. He also enjoys reading and computer games.

Nawhaal Fakir has a good business brain, the result of a post-grad degree in organisation and management (which followed a B.Soc. Sc.) and 10 years running her own retail clothing shop. She had always wanted to be involved in media, so when the economy dipped and things got tough, she jumped at the opportunity to fill in as *CAR* editorial assistant when Nadia Salie went on maternity leave. She enjoyed the Automotive brands and teams so much that she opted to stay in the division, moving into the permanent position of digital trafficker and ad sales assistant with the resignation of Amaal de Villiers. Her responsibilities now include tracking and uploading the online ads as booked.

Nawhaal's three children take up all her time, but she sneaks in some reading when she has a free minute or two.



New *Compleat Golfer* ad sales exec **Sean Sharp** is nothing if not an entrepreneur. A bit of a maths whiz at school, he earned a scholarship from auditing firm Price-WaterhouseCoopers to study for a B.Compt degree – the fast track to becoming a chartered accountant – and articles with the company afterwards. While there he started the Caddy Foundation, the first ever organised caddie force, which he ran for seven years before expanding the business into Golfcom Media, a course management and outdoor advertising company. Those combined strengths will certainly work in *Compleat Golfer's* favour, where he has joined the Sandton team.

A self-confessed sports nut, Sean enjoys watching rugby, cricket and soccer. When not on the golf course he spends his time with his wife, Alison, and children Holly and Henry.

vintage selection



Penny Dear has come full circle since joining *CAR* as assistant production manager 25 years ago. In those early days she was taught the job from the ground up, becoming familiar with layout boards, bromides and positives. Today things are a little more complicated; she uses cutting-edge digital technology for the production of three motoring titles – *WIEL* and *Leisure Wheels* having been added to her portfolio – and their many platforms. Along the way she worked on the newly launched *Getaway* when it still fell under the *CAR* production team, and then stepped into the role of production manager of *Compleat Golfer* when that joined the stable some 10 years ago. Returning to the flagship magazine has been a highlight, as have the many friends she's made, she says, while adapting to the changing times and how much the company has grown have been the biggest challenges.



Getaway's many brand extensions mean the job has become more complex over the past decade, says **Ingrid Versfeld**. Her job as ad sales executive – and more recently, sales manager: coastal – has provided many opportunities to travel, with Namibia, the Eastern Cape and Durban also under her umbrella. She has enjoyed the relationship-building client events, which have ranged from tree-canopy tours to elephant rides. Highlights for her have been the sales conferences to Mozambique and Argentina and the great colleagues that make it all worth coming to the office in the morning.



While she started out as PA to the publisher of *WINE*, Harold Eedes, **Shirley McDiarmid** has spent all but three of the past 15 years in production – first as assistant production manager of *WINE* and then as production manager of both *WINE* and *Hotel & Restaurant*. The job has had its lows (the loss of several colleagues and the recent cost cutting among them), but she is thrilled that *WINE*, the smallest title in the stable, was the first to use new technology to go from computer to plate in producing the magazine. The structural redesign a few years ago that allowed the staff to be situated together was a good move, she says, and the new publishers at the helm of *WINE* and *H&R* are a pleasure to work for and are doing great things for their respective teams.



It was early days for *Popular Mechanics* when **Nomfundo Calana** joined the team as promotions manager. She can chart her personal and professional growth alongside the magazine's and looks back with pride and satisfaction at the achievements of the last five years, the biggest of which was last year's inaugural Inventors Conference – a scary but rewarding challenge. The diversity of the magazine's content means it's like working on several titles at once, making the job varied and interesting. Working on a sister title would be boring after *PM*, she says. She's brimming with promotional ideas for the brand and feels that reader events such as workshops are an important avenue going forward.



Initially junior receptionist at Pinelands, **Lauren Adkins** joined the company with a view to one day working in production – a previous job saw her part of the production team at a screen-printing company – but that changed when she filled in for an admin staff member on maternity leave. Attracted by the “great vibe” in the department, she decided she could use her school accountancy to join the team as debtors clerk when the opportunity arose. Two years on and she is still happy with her decision, the wonderful team making every day enjoyable, she says.



Pia King has always been interested in digital technology and her previous jobs have seen her work in IT environments (at UBS bank she was involved in the development of software to counter money laundering). In her relatively new position as marketing co-ordinator she is now able to use that experience, as well as her degree in communication and psychology – something she is very happy about. She joined the company as PA to the *CAR* publisher five years ago, but quickly moved to the marketing department when an opening arose. There she dealt with newsstand copies; now she focuses on campaigns directed at subscribers, with the marketing of the digizines her particular responsibility. She is comfortable with change and likes to “be where it's happening”, so being in the digital environment at the forefront of a new initiative suits her very well, she says.

insiderinformation



□ Congratulations to Brendan Barrett and Cara Jorritsma, who were married at Neethlingshof Wine Estate late last year.

□ To date, more than 2,2 million stickers from the 2010 Best Value Awards have been sold. The awards recognise wines that offer quality wines at less than R60 a bottle and stickers denoting the success of these wines are highly sought after.

□ Well done to all those who successfully completed the Pick 'n Pay Argus Cycle Race – Anthony Doman, Brendan Barrett, Peter Palm (his 21st race) and Lesley Mallon, who took part for the first time....

□ ... and to all those who finished the full Two Oceans Marathon – Michelle Taylor,

Ian Dinan and Lynette Higgo (her Oceans début) and the half marathon – Ian McLaren, Tracy-Lee Behr, Vanessa Berger, Dawn Comninos, Sarah Duff and Jacqueline Lahoud.

□ Congratulations to Felicia and Henry Gertze on the birth of Isiah Caleb in mid-January.

□ Congratulations to Chanelle Bindeman and Lee Vivian, who have announced their engagement. Their wedding is planned for March next year.

□ *WINE's* ranks have been swelled by two new young additions. Congrats to Corlien and Colin Morris on the birth of Richard in January, and to Ronel and Pierre du Toit on the arrival of Juan at the end of March.

□ Congratulations to Simon and Ali Turck on the arrival of Olivia Christine on 6 April – a sister for Andrew.



□ Our deepest sympathies go to Andrew Moth on the loss of his father.

□ Congratulations to Yasmeen Adams, whose son, Riaz, graduated top of his class at Varsity College, earning 19 distinctions out of 20 subjects in the IT Programming course.



□ The subs department is a surprising source of creative talent. Sandy Immelman's daughter, Samantha (11), was selected as one of the top 10 Superstar finalists at this year's Design Indaba ahead of hundreds of professional designers and other creatives. André Wiese was shortlisted for the people's choice and garnered votes in an exciting build-up to the final announcement. The entrants' brief was to depict themselves and their interests graphically.



Matriarch Nan Ramsay, wife of the late Norton Ramsay, has much to celebrate. Not only did she mark her 92nd birthday on 1 April, she has welcomed five new great-grandchildren in the past 10 months – Zoë Eedes (Christian and Jane's daughter) in June 2009, Rebecca Eedes (James and Linda's daughter) in August, Scarlett (George and Samantha Turck's daughter) in September, Niccolo Beltrame (Elize (née Ramsay) and Vittorio's second child) in February this year and Simon and Ali Turck's second child, Olivia, earlier this month. The latest arrival means Nan now has 11 great-grandchildren. She is pictured here with Scarlett.



Andrew Stodel has his eyes firmly set on the New York Marathon in November after triumphing in one of the biggest international wheelchair races, the George OCC Challenge, in February and slaying a personal dragon in last month's Pick 'n Pay Argus Cycle Race. In the George event he came 4th overall out of a field of almost 700 local and overseas entrants, while he was the 3rd handcycle competitor to cross the Argus finishing line behind the SA and Commonwealth champions, in a time of 5 hours 40 minutes. Andrew was paralysed while training for The Argus nine years ago and successfully completing the event this year was an emotional milestone for him. His achievements mean he is one of only two South Africans to receive a special invitation to participate in the New York event. Here he is seen crossing the finishing line at the George Challenge.