New décor standalone mag from Media24 Lifestyle

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Media24 Lifestyle launched a new décor magazine into the market on 4 December 2020.

In line with it's new publishing strategy that sees less of monthly frequency and more of pop-up standalone titles, the new-on-shelf *Modern Living* will be published as a summer edition, with a winter edition following mid-year of 2021.

As editor Danielle Weakley explains: "After almost a year of working from home, on- and offline schooling and an almost complete lack of travel, home décor has fast become our global obsession. Instagram is packed full of décor inspiration, TikTok is heaving with lifestyle influencers and most of us are left feeling like our home décor could do with a lift, a small reno, an overhaul, a few potted plants… You name it!"

Modern Living is a jam-packed new décor magazine and we've tried to create a 'best of' edition, since the frequency of this new launch will be bi-annua. So expect it divided into four chapters – beach, suburban, country and apartment – and loaded with homes, as well as shopping finds, décor how-to's and loads of trends for the year ahead.

Modern Living summer edition — available now at all major retail stores.

For more information contact the commercial manager Lise Coetsee (lise.coetsee@media24.com)

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Media24 Lifestyle

Media24 Lifestyle, publishers of South Africa's top lifestyle and magazine brands has aligned its sales and marketing activities with a solution-orientated, go-to-market approach that places client's branded content within a trusted environment.

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