

New look for commuter publication



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The Metrorail's weekly commuter newspaper, MyLine, has had a refresh from communications agency Mikateko Media. Distributed to 80,000 Metrorail commuters across Cape Town and its surrounds, the publication sheds its tabloid newspaper identity for a contemporary, magazine look and feel.

"The new size is much more commuter-friendly and the additional eight pages allow for sectioned editorial, giving the reader more content. The idea is a newspaper behaving like a magazine," explains Mikateko Media's MD, Desireé Johnson.

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