

Health is strong at New Media

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New Media has strengthened and expanded its Health and Sports Division by welcoming Thomas Okes on board as Brand Editor on the Mediclinic account.



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mediclinic

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HAMMAMPT
COULD SAVE
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CHEMO

AAA-CHOO!
WHAT
HAPPENS
WHEN YOU
SNEEZE?

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YOUR
DIABETES
WITH THESE
SMART
DEVICES

DINNER FOR
DIABETICS
(AND THE
REST OF THE
FAMILY TOO)

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ENTER US ON
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Thomas, previously Managing Editor on *Men's Health*, grows our expert editorial team that produces a range of health and sport content on all platforms, including digital, social media, print and video.

Family magazine is distributed in all Mediclinic Southern Africa hospitals, while the InfoHub is the brand's online content portal, offering insightful health and lifestyle content, patient stories and personality videos. The team also produces industry-facing content for this industry-leading client, on The Future of Healthcare site as well as curating segmented newsletters for a broad database.

"The entire health team has a consumer media background, and Thomas is a great addition," says Adelle Horler, Head of Health Content. "He brings excellent knowledge on the latest health and sport trends in consumer media, which is vital in keeping Mediclinic content as relevant and valuable as mainstream journalism."

Aside from Mediclinic, which has a growing and global footprint, other brands in the Health and Sports Division include All Out Rugby (Vodacom), Golf Digest and Bankmed, to name a few.

"Thomas's appointment is in line with New Media's strategy of owning centres of editorial expertise in specific sectors," says Cat Anderson, Group Account Director of the Health and Sports Division. "New Media creates award-winning content which is informed by analytics and audience insights, and is skilfully crafted by the content experts we have in-house."

About New Media

New Media is the leading content-marketing agency in South Africa. Established in 1998 and part owned by Media24, New Media connects people to brands through crafted content on a variety of media platforms. Based in both Cape Town and Johannesburg, the company's portfolio covers the food, décor, entertainment, internal communications, health, sport and financial services sectors.

New Media adds value to brands and audiences by creating content that engages, entertains, increases sales, improves customer affinity and retention, positions brands and aligns informed staff.

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New Media



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