

Media24 to publish *Idols West Africa*

Media24 Africa has secured the exclusive rights from Fremantle Media and M-Net to publish the official *Idols West Africa* magazine. Currently in production, the 76-page, glossy publication will be packed with exclusive stories and interviews, behind-the-scenes photos and gossip and will celebrate West Africa's rich musical heritage.

"M-Net is delighted with the affection and enthusiasm being demonstrated by our audiences for *Idols West Africa*," says Joseph Hundah, M-Net operations director for sub-Saharan Africa.

"This show found global success and we are proud that our West African version is being embraced in the same manner. We are confident that a magazine dedicated to this show will find its own readership as audiences look for more information about the young stars of the show."

The *Idols West Africa* magazine will have a print run of 35 000, a cover price of N500 and will be available in Nigeria and Ghana as of mid-May 2007. The title will be marketed through *True Love West Africa*, *Kick Off Nigeria*, on Idols and on DStv.

Concludes Douw Steyn, Media24 Africa CEO, "Nigerian titles *True Love* and *Kick Off* have impressive circulations and we expect *Idols West Africa* magazine to be just as popular."

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