

New editors for *Farmer's Weekly*, *seventeen*

In its 100th year of publishing, *Farmer's Weekly* has appointed its first woman editor: previously deputy editor, Alita van der Walt replaces [Chris Burgess](#). Meanwhile, Janine Jellars will assume editorship of Media24's teen magazine *seventeen* on 1 August 2011, and [Cathi Trevor](#) joins [Good Housekeeping/Goeie Huishouding](#) as beauty editor.

Farmer's Weekly



Alita van der Walt

Burgess has moved on to be [editor-in-chief](#) of Media24 Weeklies' *Landbouweekblad*, *Farming SA* and *SA Jagter/SA Hunter*.

"It's a great privilege to be in charge of a magazine with such a proud history," says Van der Walt. "With the help of one of the best teams in the industry and the sound foundations laid by my predecessor, I'm determined to do the *Farmer's Weekly* brand proud.

"Our growing circulation and advertising revenue shows we are on the right track. Our readers and advertisers can expect more of the same high quality content delivered straight from the horse's mouth."

With her B Business Communication degree from Potchefstroom University, Van der Walt began her career as a designer at [Caxton Community Newspapers](#) in 2000. She then joined the publication's design team in 2003. Burgess soon recruited her into the management of the magazine, first as production editor, then as managing editor and eventually as his deputy.

seventeen



Janine Jellars

Jellars takes over from [Khwezi Magwaza](#), who has been awarded a Ford Foundation Scholarship at NYU. Her first issue for the teen magazine will be October 2011, on street from 21 September 2011.

"I'm extremely excited to be joining the seventeam. As a long-time fan of this dynamic brand, this really is the opportunity of a lifetime. I cannot wait to get started and join a team that's been instrumental in inspiring and educating young women across the country," she enthuses.

Described as ever-stylish and sassy with a passion for the youth of South Africa and an interest in pop youth culture, Jellars ([@janine_j](#)) is originally from Cape Town. She attended Livingstone High School before studying a BA international studies and honours in journalism at the University of Stellenbosch. She started off in radio journalism and has worked on a variety of glossy magazines including *True Love*, *Fairlady* and *Elle*. She is also a keen blogger and avid Twitter user.

Adds Liezl de Swardt, Media24's Women's Interest Division GM, "Janine brings fresh inspiration and a dynamic vision to the *seventeen* brand."

seventeen launched in South Africa in November 2003 and is published and distributed by Media24 Women's Interest Division, with the permission of Hearst Communications, New York, US. For more, go to www.seventeen.co.za, seventeen.mobi or follow [@seventeenSA](#) on Twitter.

Good Housekeeping

Trevor, who takes up the beauty editorship of Associated Magazine's new title on 1 August, has more than 25 years' experience in the beauty and fashion industries, both as an international model and as a contributing beauty editor on several local and international magazine titles.



Cathi Trevor

"Cathi's warm personality, positive outlook on life and in-depth knowledge of the beauty industry make her the perfect fit for the title," says [Sally Emery](#), editor of *Good Housekeeping*/*Goeie Huishouding*.

"Like all of the content of *Good Housekeeping*, our beauty pages will be filled with valuable, easy-to-follow information that saves our readers time, money and hassle - and Cathi is looking forward to delivering this to the readers."

Comments Trevor: "For me, looking good is all about feeling good and being comfortable in your skin. I look forward to offering *Good Housekeeping* readers smart solutions and simple tips on how to maximise their beauty, as well as advice to help them make informed product choices."

Initially published in the US in 1885, *Good Housekeeping* now has 11 international editions worldwide, in six different languages; Afrikaans edition, *Goeie Huishouding*, will be the seventh new-language edition. Locally, like its market-leading international counterparts, the title will bring women practical and inspiring content in the following areas: Good Housekeeping; Good Health; Good Food; Good Looks; Good Advice; Good Reads; Good Buzz; and The Goods (a "buy smart" guide).

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