

# Rolling Stone launches today, new southern Africa guide out

The first South African edition of *Rolling Stone* magazine comes out today, 23 November 2011, featuring a 50/50 split of local and international content, highlighting South Africa's diverse creative talent. Also out now is the 42nd edition of *Solomon's Guide*, a comprehensive Southern Africa accommodation and travel book.



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The *Rolling Stone* magazine, famed for its journalistic integrity with hard hitting and often controversial coverage of political matters, has been going since 1967. The local issue states its intention to engage local audiences with stories that resonate in their own experiences and lives.

*Rolling Stone* South Africa editor-in-chief, Miles Keylock, says, "It's about respect - for our subject matter and our readers. We focus on real, in-depth pop culture and current affairs stories, not tabloid headlines and hype. We will be featuring kwaito alongside rock, jazz alongside pop and hip-hop alongside house. The potential to start cross-pollinating cultural conversations is one of the most exciting things about the magazine."

Produced under license in South Africa, by Cape Town based 3i Publishing, the monthly title has a retail price of R34.95 from Exclusive Books, CNA, Musica, Pick 'n Pay Hyper, Look & Listen, Spar stores nationwide and select outlets.

## Offering wisdom, accommodation, travel tips

Originally published as the *Southern Africa Travel Guide*, *Solomon's Guide* has been updated annually and published every year since 1971.

Ian Solomon, son of the original founder, says that in this world of too much online info, "The guide gives readers the inside story. It will spare them hours of sifting through the billions of gigabytes written about Southern Africa on the Internet. It is

one of very few guidebooks to Southern Africa to be compiled by knowledgeable people, real Southern Africans and it's up-to-date." Hotelier and traveller, Chris Harvie, produced much of the travellers' tips.

During the collation of this edition, the guide's compilers travelled around the sub-continent, giving it spontaneity and accuracy. The content for South Africa has been updated and the information on the other countries in the guide greatly expanded following a lengthy research trip. It gives readers a brief background to every region and clear, concise maps. Accompanying these are suggested sights and thrills. There is a range of restaurants and shops, pubs and bars all with standards for varying budgets. There is some history, some botany and some geology, all in an easily digested format and there is a smattering of fascinating facts - known as the Wisdom of Solomon - and some entertaining info to keep the reader entertained.

The print version is available in bookstores in South Africa and the UK or online at [www.solomonsguide.com](http://www.solomonsguide.com).

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