

Official launch for *Grazia* announces publication date

[Media24](#) officially launched the South African publication of [Grazia](#), a fashion and news weekly magazine, late last week. It confirmed that the first issue will hit South African stores on 18 May 2012.



The magazine made its debut in Italy in 1938 and the success of the brand has reportedly grown exponentially in the ensuing decades with editions now published in many places, from Italy, France, Germany and the UK to China, Thailand, India and Australia.

[Danielle Weakley](#) ([@DanielleWeakley](#)), editor of *Grazia South Africa*, points out that more than 200 consumer titles are published in South Africa, with a combined circulation of over 5.3 million. Just 12 weekly magazines are currently published, of which only two fall within the women's general interest category.

"So, there's an obvious gap in the market for *Grazia*. It is packed with fashion, news, celebrities, beauty, lifestyle, real-life reads, all the things we know our readers will love. It has the gloss of a fashion magazine with the pace of a news weekly."

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