

Media Xpose launches new travel magazine, *InBound SA*

South African media group, Media Xpose has launched a new travel magazine, *InBound SA*. The magazine will cover a wide range of topics, including arts and culture, adventure, events, celebrity news, shopping, food, luxury cars, finance, and business.

In contrast to *Rove SA*, Media Xpose's other travel magazine, which focuses on outdoor and indoor adventures, *InBound SA* will target business and professional travelers who seek new luxury lifestyle experiences.



Source: [Freepik](#)

The monthly magazine will maintain a sophisticated and authoritative tone while remaining accessible to a wide audience. It combines insightful analysis with a touch of inspiration, making it a must-read for those looking to excel in both their professional and personal lives.

Elroy Van Heerden-Mays, Media Xpose CEO, says: "We're absolutely thrilled because *InBound SA* possesses everything a travel magazine requires: contributors from all over the globe, stunning photography, luxury brands, local and international stories, etc."

Gavin Prins, *InBound SA* editor, says: "Content is key which is why we have voices from South Africa, New-Zealand to the United States. We tell people's stories in a way that the traveller can relate to. We feature comedian Marc Lottering's recent trip to Paris and he conveys it in a super-funny way, as well as media personality Somizi talking to us about the exciting products he is launching in 2024. And the beautiful Thuso Mbedu, from *The Woman King*, shared with us from Los Angeles her daily beauty routine."

Van Heerden-Mays adds: "*Inbound SA* gives you access to the most elegant and modern design elements, high-quality imagery, and a well-structured layout to ensure a visually appealing and reader-friendly experience. InBound SA is run by a team of experts that has a passion for travel news – enabling the reader to see experiences through the vision of its words and excellent photography."

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