

Kick Off gears up for 2010

Kick Off magazine has made some exciting new appointments in their advertising team to gear up for the 2010 World Cup, and ensure that advertisers can rely on Kick Off for the complete football package.

Mike Beatham, former National Advertising Sales Manager will be heading up Kick off's special publishing division **On Target**, which publishes amongst many things, all the PSL magazines, Bafana Bafana magazines, the famous **Kick Off Soccerbabes** and event driven magazines such as the **African Nations Cup** and **World Cup guides**. Mike's creative energy and willingness to produce new exciting projects will benefit the advertising industry in a big way.

Wayne Merris (formerly SoccerLife) has joined Kick off as the National Advertising Manager. Wayne comes with excellent media and all-round soccer knowledge. He will be assisted by **Glamorine Adams** in Cape Town and **Karabo Seiphemo** in Johannesburg.

Publisher **Mike Allen** says, "We have separated the magazine and the special projects advertising teams to allow each team to really capitalise on the many soccer events and happenings going forward. We all need to think "outside the box" and create new and exciting opportunities for advertisers and 'not the same old same old'."

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