

## Newspaper launches loyalty programme

Media24 Sunday newspaper *City Press* launched its [ViP Card](#), which will give holders access to a host of lifestyle offers, exclusive events around the country, and discounts and special offers on products and services, in its 20 November 2011 issue and at the annual *Eat Out* DStv Food Network Awards in Cape Town. The loyalty programme also offers magazine subscription discounts between 25-50% on titles such as *Taste*, *Visi*, *Eat Out*, *You*, *Huisgenoot*, *True Love*, *Men's Health*, *Women's Health*, *FairLady*, *Destiny* and *Destiny Man*. There is no joining fee. For those readers who did not receive a copy of the card in their paper, the newspaper offers a SMS service to join.

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