

## Salient Media Appoints New Editor For *Women's Health*

**Cape Town, South Africa, October 15, 2021** – Salient Media announced today the appointment of Gotlhowkang Angoma-Mzini as editor of *Women's Health*, the world's leading wellness brand in media.

Gotlhowkang Angoma-Mzini has a decade and a half of experience in the media industry. Her previous role was as health and beauty editor of *Women's Health magazine*, from 2015 till 2019, so she's familiar with the brand and its values. As editor, she will be responsible for developing and creating *Women's Health's* content across all platforms, including print, digital, video and social.

"I'm really honoured to be back at *Women's Health* to direct this phenomenal brand into its next phase – and to follow the line of extraordinary women who've brought the brand to where it is today and with whom I've had the pleasure of working with. This is such a critical time for *Women's Health* to be back – where the wellness industry is looking for trustworthy health and fitness information. Our goal has always been to be the number one source of information for, and about, women. My personal goal is to centre our audience in every piece of health, fitness, nutrition, beauty and style content – giving them what they need to truly feel good about themselves," says Angoma-Mzini. Her appointment has been effective from October 1, 2021.

Robert Cilliers, *Women's Health* and *Men's Health* Editor-in-Chief, praised her appointment: "Gotlhowkang (aka Tlhoki) has the vision to take this iconic lifestyle brand into a new era. She is young, passionate, insightful, connected and has a deep understanding of the *Women's Health* brand and its audience".

"*Women's Health's* strengths are capturing and enticing its audiences en masse, aligning relevance, demand and desire. Our audience is critical to our success. I look forward to championing inclusivity while shepherding and celebrating individuality in making health, fitness and wellbeing really welcoming spaces for all. We talk to everybody and more importantly every body," says Angoma-Mzini

Angoma-Mzini has held a variety of roles in her career, including editorial and online co-ordinator at *Men's Health*, where she gained knowledge in digital marketing and copy writing for both digital and print, as well as senior features writer at *Women's Health*, where she sharpened her skills at creating in-depth investigative health content.

BRAND PLATFORMS: Instagram, Facebook, Twitter, magazines (print and digital), websites, YouTube, newsletters, events.

### ABOUT SALIENT MEDIA

Salient Media is a publishing partnership borne out of a shared vision and passion for magazine media. Directors Rob Cilliers and Desiré du Plessis have a history of working together and driving *Men's Health* and *Women's Health* to the pinnacle of success. Intent on growing and leveraging brand audiences across all platforms, they are keenly aware of the potential of magazine media in Mauritius and Africa.