

Kenyan publisher suspends two magazine titles

East African Magazines (EAM) announced early last week the suspension of *Adam* and *Twende*. *Adam* is slightly over two years in the market and was targeted at the male readership while *Twende* was a travel magazine.

By [Carole Kimutai](#) 25 Nov 2009

According to the Target Group Index (TGI) research by Consumer Insight, magazine readership in Kenya has over the years have been on the downward trend. The last two years has seen a growth in the number titles ranging from health, sports, travel, lifestyle, management, financial matters etc. The news of the suspended magazine titles therefore sends a worrying message as it comes months after Nation Media Group stopped the publishing of *Daily Metro* newspaper that was barely one year old in the market.

“There are just too many magazines around and most of them are ego trips for very few people. I wonder exactly what *Adam* was doing that *DRUM* and *True Love* weren't doing,” argues Dr. Tom Odhiambo, a literature lecturer at University of Nairobi and a literary commentator.

The last editions of *Adam* and *Twende* will be the December 2009/January 2010 editions.

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