

# Nova not a star



By [Gordon Patterson](#)

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Nova, 'a new world a new paper', targets 25-39-year-old professionals, who are well educated, brand conscious and trendy. Termed COOLS, this audience is career orientated, on-line, out of time, living life to the full, and doing it in style.

Published by Media 24 and positioned as a 'cousin' to the Daily Sun, it is clear this association is designed to create comfort and confidence. Like the Daily Sun, the stated intention is to attract current non-newspaper readers, but looking at the product one has to wonder what differentiates it from others already in the market.

Editorially it looks like a free sheet with what could well be termed community news. The launch issue lead story carried the headline 'Jewellers Life of Fear' and on the inside pages there was a definite hint of the Sun, Heat, and even You magazine. Would this really appeal to the COOLS set? Time will tell, but I'm not convinced so far.

## ABOUT GORDON PATTERSON

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