



## PROVINCIAL MEDIA ECONOMIST

Reg: 2007/039677/23

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## Advertising; Marketing; DTP & Publishing; Public Relations; Event Management

### SUSTAINABILITY REPORT

#### HOW IT ALL STARTED

**Africa Talk** is South Africa's weekly newspaper, aimed at the Exiled Community of Africa based in South Africa, published by PROVINCIAL MEDIA ECONOMIST. The publication has been formed to encourage dialogue and to network the inhabitants of this rich continent so as to put Xenophobia amongst Africans where it belongs; in the dust bin.

**Africa Talk** differs from all other publications in circulation because of a number of reasons:

This strategically positioned newspaper has an empowerment measure built into it where R2.00 of the cover price of R5.00 goes to the street seller.

**Africa Talk** covers stories from the African Continent and from within the exiled community in South Africa, with a bias towards Development Opportunities, Tourism and Networking.

**Africa Talk** quenches the thirst and erases the wondering of Africans, home and away, when it comes to usable updates and pointing to opportunities that they can pick up and use in the process assisting them to make decisions to relocate with a plan of action at hand.

The Newspaper street launch is scheduled for Friday 5 February 2010 and the business launch will be after two month's printing (4 editions). This will give the project a big boost as strategically placed people and companies will be invited to this boardroom launch. The Publisher of Africa Talk has worked tirelessly to establish strong links with decision makers to help the publication to take off smoothly. Johannesburg is the host city, but the publication will reach out across South Africa through street sellers being propelled by the empowerment program built into the project. Strong links have also been established with various groupings in all the provinces to boost sales.

It is also important to mention that Africa Talk will be registered with all the relevant databases of Government in South Africa and other countries that will adopt the paper as a service provider (Advertising, Designing and Printing). The publication will also register with the same departments' communication departments to have a finger on the pulse of their mailing list. As a result, work will be received from Municipalities, Provincial and National Departments from participating countries. The next step will be to register with regional advertising agencies.

The company wishes to establish a strong presence within South Africa by having a satellite office representation in each of the provinces responsible for Distribution, sales, news gathering, advertising and promotions linked to the head office via internet and phone. News and articles from the other African countries will be done through freelance journalists situated in the various countries via internet. Other satellite offices will be setup in the participating African countries mainly to do the same but also to attend and report on departmental functions and do one on one interviews as guided by head office. Freelance journalists will submit stories and pictures from across the planet via internet. All advertising is handled from the central office.

The publication has received overwhelming public, private and government tentative acceptance as its aim is to educate, empower, guide, inform and mentor its readers. A target group for brain drain reversal for the most African Governments.

To commence operations, a good cash flow injection is needed so as to have consistent printing and boost advertiser trust and confidence in the publication prior to the business launch. Government advertisers take time to pay and this may cause the publication to stumble if it relies heavily on Government(s), and this

would kill the advertising excitement as advertisers could become skeptical.

Most of our journalists are freelancers and will have a soft impact on cash flow as they are paid only for what we use. The marketing department is the one that needs beefing up with qualified personnel to capitalize on the support that the publication is sure to enjoy.

### **Our Vision**

Is to Educate, inform and coach or mentor our readership i.e. the Africa community at large, Business People, Aspiring Business People, College Students and other members of the Africa community on issues involving their day to day lives, business planning, investment guidelines, community development, networking and empowerment projects well as social news. The publication also wants to work as an informant about current trends in certain business aspects across Africa.

Africa Talk will invest in its people: Managers, Graphic & Layout artists, Street sellers, Marketers, Freelance and full-time Journalists in order to deliver a quality service and a superior end product. Most of the personnel has been trained by Provincial Media Economist on the job. Our aim is to build champions, to build a professional and successful business. Loyalty and team work amongst management and staff has been put into place through incentives and rewards. One popular incentive is the satellite of the month prize where all people in the satellite office benefit from the prize. This encourages a team effort.

We are currently in the process of negotiating best possible deals as well as build relationship with our suppliers so as to ensure a win- win situation. We always make sure to keep pace with trends and be receptive to change.

## **SUSTAINABILITY**

Research has shown that regional and group focused newspapers or publications are a valuable advertising medium because they carry content that is significant to a wider group living within a common area being targeted. The readers show a strong involvement in the medium because of the physical connection between the content and the area. The level of penetration enjoyed by advertisers is very high as a result of this type of a bond with the chosen community.

We have taken note of this fact and have worked hard to capitalize on making sure that we use it to the advancement of the publication.

Africa Talk, through its dedicated distribution teams, has identified hot spots within areas, where mixed groups are concentrated, where faithful readers will be able to get copies of the paper every week. New hot spots are also being identified and will be tested all the time as our advertising sponsorship and distribution also grows. The following sustainability strategy has been put in place:

### **1. CAPITALIZING ON RELATIONSHIPS**

We have developed strong ties with the leaders of the African Communities in South Africa and have used them to demarcate and segment the communities. In this way it helps us to quickly and easily identify street distributors as well as to manage them together with our staff compliment. We have established a relationship with Taxi organizations to effectively and affordably get our newspaper to our street sellers at certain parts of the country at a very affordable cost over night. The papers are transported from one taxi office to the other in the given town where our agents pick them up to feed them to the street sellers under their command.

Once fully implemented, this will have two benefits:

- ✓ The distribution cost will be grossly reduced as it will be much cheaper to use the already existing taxi and bus network that bear the sky rocketing petrol prices.
- ✓ Where ever taxis go, we will have presence and street sellers. This will also assist us to sell all the copies as we will study the demand very closely to ensure that we do not get too many returns.

If all the copies are sold: Assumption is that out of 30,000 copies 29,500 will be sold.  
 $9000 \times 5 = R147,500$  (R2.00 for every copy goes to street sellers = R59,000)  
Company banks **R88,500** each week  
**R354,000** per month only from cover sales (Advertising sales not included)

Once the Investment Trust is in operation (R0.50 for every copy goes into the Trust)  
Investment Trust gets **R14,750** per week.  
This will add up to **R59,000** per month.

## **2. PLANNED TRUE COMMUNITY BASED**

In each town, we will have an administrator that will manage our distribution (street sellers), photographers, freelance journalists and marketing. The satellite office Administrator reports to the central office Administrator and compiles weekly reports that help with planning for each community.

Provincial Media Economist has proved through Khanyisa Weekly Newspaper in Mpumalanga, South Africa, that it is easy to get street sellers to distribute the paper every week part-time. We have trained the street sellers to also create reliable distribution lines in residential areas where they go house to house or flat to flat dropping off the papers to their ever increasing network of readers. With a managed network, the street sellers seem to start to have commitment as they realize the viable extra income they make with just a few hours work every week. This also creates a steady, dependable stream of income for the publication from sold copies.

In turn, it becomes easy for our journalists and photographers to get true community based stories, which in turn boosts sales further as people get emotionally attached to the paper. The job becomes easy for our town based marketers to get local advertising, a financial cherry on top!

## **3. LOCAL MIX**

The publication, in its full swing, carries both English (60%) and other languages (40%) i.e as supplied especially dialogue through letters. This extends our readership to those who cannot read English well. This increases the chances of the paper being wanted by each and every African household.

Our initial beneficiaries are the unemployed youth across the country. Our next set of beneficiaries is schools and libraries that will get a number of copies of the newspaper every week free (500 copies every week set aside for free distribution).

Marketers and Journalists will also be kept busy after being adopted by the newspaper depending on the type of contract that they will operate under.

Our readership will grow as we employ the services of more street sellers in each town. Depending on our financial viability, more street sellers will be engaged with the project and more copies will be printed each week. Local organized structures have been requested to assist us to identify street sellers in the towns under their jurisdiction.

The paper will also target travelers to and from South Africa whether by bus or plane. Free copies will be given to airline and bus operators to give them out free to their clients.

## **4. CREATIVITY**

There is a lot of creativity in the paper.

### Miss Africa Talk

The Miss Africa Talk Beauty Pageant starts at local level e.g. Miss Africa Talk Hillbrow, Berea, Joubertpark etc and grows to district level (Miss Africa Talk Johannesburg) ending up at provincial level (Miss Africa Talk Gauteng) then National.

This works two fold:

- ✓ It markets the paper without putting any physical effort to get it known and spoken about. It builds the Africa Talk brand within the participating Africa communities.
- ✓ It creates interest in the newspaper in the different local communities when they buy the paper to keep tabs with the beauty pageant (*information about the beauty pageant is only available in Africa Talk newspaper*) especially when some of the members from their neighbourhood are competing. They participate by voting for their favourite ladies and attend the actual events at local halls to cheer up their chosen Queens.
- ✓ It creates strong bonds within the communities as we engage them to run the shows in their jurisdictions. Local companies are encouraged to sponsor the events by releasing resources to ensure the success of the events as their names will also be on all marketing materials.
- ✓ Sponsorships are realized from local, Provincial and National businesses as part of their Corporate Social Responsibility / Investment (CSI). The sponsorships range from clothing, beauty products, training courses, modeling agencies etc.

Each event has a cherry on top. It is concluded by a Bikini Car Wash hosted by all participating Africa Talk idols in decent bikinis giving inland people a beach experience. Snacks and drinks are also sold at a profit and each car pays R35 to drive in and be cleaned. Pedestrians pay R10 to come and watch. 50% of the proceeds of the car wash is shared amongst the idols. Sponsorship is still being worked on.

Each idol (Winning or not) gets a chance to have their picture and profile published in the **African Idol** space increasing their chances to be identified by modeling and fashion agencies.

The attendance at each Miss Africa Talk event averages at 200 people at R50 each.

With full attendance: 200 x R50 = R10,000

Food and Drinks: 200 x R30 average per person = R6,000

Venue and all prizes are sponsored

Total = **R16,000** plus sponsorships also to cover the day's allowances

### COMPETITIONS

Each publication carries an interesting brain challenging competition that our readers participate in to win cash.

There is also random crowd pictures (*Spot Yourself*) that are published in each publication, where if anyone in the picture identifies themselves, they win a cash prize.

This helps to boost sales figures and attracts advertising.

### **5. GENERAL CONTENT & SUPPLEMENTS**

The publication carries a thick mix of economic development and business news, guidelines and advice, including travel and tourism related features with a bias towards networking its readers, community news (Development & Social) and health (HIV & AIDS).

There are regular features on the State of identified Provinces on Countries' Economy, national and local Governance in relation to encouraging economic growth, diversification and the creation of a climate for investment and job creation.

Major economic drivers like the mining, agriculture and the tourism industries are regular features, including enabling sectors like national, provincial and local governments, finance, economic, transport and labour ministries.

There are also regular features on companies that play a positive role in the development of that country, in focus including profiles of business movers and shakers.

This in most cases is done through Supplements that are pull out publications inside the main newspaper. Each supplement comes with its own advertising that is specific to the subject of the supplement. In some cases, if the supplement gets a platinum sponsor, the supplement gets branded with the platinum sponsor logo and colours.

Pullouts are popular with government and big corporate companies where by when they have an event, our photographers and journalists cover the event and a 4page pullout is designed to give a special highlight on the event and sold to the client to be published inside the publication.

With one good supplement a month, this translates as follows:

A 12 page full colour **corporate** pullout costs (R200 per page per 1000 copies)

(a) 200x12x30 = **R72,000** if supplied printed just to insert

(b) R12000x12pages less 25% = **R108,000** if only designed artwork supplied to be printed by us

(c) If to be designed, and printed by us

Design = R450 x 12 pages = R5,400

Printing & Insertion = R108,000

Total = **R113,400**

### **6. E-ZINE & PREMIUM SMS SERVICES**

#### PREMIUM SMS

We have a weekly greetings & dedications short message service (SMS) where our readers send free SMSs to a given number to interact with friends, family and colleagues. This weekly dedications column (*Ngigcwala Ngawe*) has proved very popular with the youth in our other publications and it is in our plan to move it to premium SMS as addiction sets in. Our plan is to rent a five digit number that will cost R2 for each SMS dedication sent to start a revenue stream.

Another line of the SMS service will be an update service. This will act as a teaser and a virtual store for our headline news. This will be an SMS download of each weeks headlines where a reader will SMS the word

AFRICA to a 34XXX number and get an SMS back with the major news for the week. If interested, the person concerned will go out to buy the hard copy newspaper from a street seller or the nearest shop or spaza.

The SMS service will also be used as a weekly teaser to targeted areas to increase our readership.

#### WEEKLY E-ZINE

The hard copy Newspaper is supplemented by a weekly E-zine teaser (Electronic Newsletter) that is emailed to a profiled subscriber source every Tuesday to inform our subscribers about the main features in the new issue, updating them on future features and reporting on success and other investment and business stories from the Continent. Subscribers to the E-zine or SMS teaser submit their **free** subscriptions via email or SMS. They can also write to us or register in person at the nearest office.

The combination of the Weekly Newspaper hard copy, the Web site, and the weekly E-zine teaser that is sent free to a profiled subscriber source on a weekly basis, makes Africa Talk to become a unique force for advertisers to reach out to their profiled target market, and more so, with one good blow. With time, a full E-zine will also be accessed in the web site through paid subscription or once off payment. Members will be able to download and print the full E-zine via a single use password from across the globe.

The E-zine teaser is a deliberate attempt to reach out to that group of people that only have access to e-mail and not the Internet (**NB**. Study has shown that a large number of people, especially those that work for the big corporations only have access to e-mail and not the internet hence the E-zine teaser). The SMS teaser is designed to reach an even bigger audience as almost every household these days has at least one cellphone. When one member of the household brings a copy of Africa Talk home, at least another four to five people will go through the same copy in each household.

A profiled cellphone database (Name, place, cell number) is being compiled via the dedications SMS messages and this will be boosted by competition responses. Once in place this database will be used to do announcements, teasers and other services that will boost sales and participation in our programs.

#### 7. AFFORDABLE CLASSIFIED SMALLS & ADVERTISING

Page 18 has been dedicated to small advertisers who do not necessarily have an advertising budget. The cost starts from as low as R20 per column centimeter. One can place a small picture with a short message from as little as R30. Transport, accommodation, swaps and other small service providers can find good use for such space.

With each town equipped with a competent classified adverts sales person, the pages may increase to more than one, and each fully sold **retail** classified page has the ability to raise at least  $(35 \times 8 \times 20) = R5,600$  per week (R22,400 per month).

The publication keeps two rate cards:

- (A) The Corporate Rate Card for Corporate companies and Government (Page 7)
- (B) The Retail rate card for small retail companies and individuals (Page 8)

#### 8. OTHER SERVICES

Being a commercial publication, we also sell other services to the community, small business and the corporate sector. These are services like graphic design or desktop publishing (DTP) services for cards, newsletters, newspapers, magazines, logo designs, letterheads, websites and e-zine designs, multimedia presentations, video filming and photography, Brochures, catalogues, company profiles, Burners and corporate promotions like **calendars** and **diaries**.

#### 9. THE INVESTMENT TRUST

The Africa Talk Investment Trust's target group is the empowerment of progressive young minds. The Trust's aim is to assist developing minds to achieve their full potential in terms of their God given talents. It encourages young minds to come up with community projects or innovations. When vetted and judged they will be assisted to develop their community project or innovation further. The program will work as follows:

**First:** Every month there will be an invitation for PDI individuals to submit applications to the Newspaper's offices. From the R5 cover price of the Newspaper, 50 cents from every copy sold, will be put in an Investment Trust. (i.e from R5: R2.00 goes to the street seller; R0.50 goes into the Investment Trust and the remaining R2.50 goes to the company. The company is sustained through advertising sales.) A contracted company will assess each submitted application every quarter and vet the applicants accordingly. The first draw will be held starting from the end of the fourth month from the launch of the Trust. There will then be a draw every half year thereafter.

The chosen people will be financed from the **Investment Trust**. The group or individuals will be assisted to finalise their project or innovation and get it ready for presentation. There are a lot of skills and talent that is hidden within the communities because of lack of resources and guidance!

**Second:** Part of the money from the Investment Trust will be used to conduct briefing sessions, workshops and seminars around the communities free of charge with a wide range of topics being covered. Currently, free seminars offer nothing. They are normally used as a sales pitch to sell expensive workshops to the attending delegates. These seminars will be aimed at equipping the society with usable skills as well as networking and interrogating certain business ideas. Budding talent could also benefit from the trust.

#### **MOTIVATION**

Given the talent and versatile skills of the Publisher, the publication will always be in line with the changes in the dynamic publishing world. New ideas will always be investigated to ensure sustainability after the initial funding or sponsorship period is over. We are not asking for hand outs. Our sleeves are already rolled up and our shoulders are against the wheel so as to be equal to the task.

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### CORPORATE RATE CARD

#### DOUBLE SPREAD

**Full Colour = R 22,000**

**Blk & White = R 18,000**

#### Loose Inserts

= R200 per page per 1000 copies

Per Column Centimeter Charges:  
Black & White: R40; Full Colour: R70

#### FULL PAGE

**Colour = R 12,000**

**B&W = R 10,000**

#### HALF PAGE

**Colour = R 6,500**  
**B&W = R 4,500**

#### 1/4 PAGE

**Colour = R3,500**  
**B&W = R 2,500**

#### 1/8 PAGE

**Colour = R 1,900**  
**B&W = R 1,400**

**N.B.:** The deadline for all adverts is Monday 13H00 every week  
All prices Exclude VAT

#### Useful Information

FREQUENCY : WEEKLY  
BOOKINGS : Monday 13H00  
PRINT AREA : TABLOID – 385x262mm  
MATERIAL REQUIRED: PDF, TIFF, JPEG e-mailed or on CD.  
Email Address : [info@africatalk.co.za](mailto:info@africatalk.co.za)

#### ADVERTISING:

Tel: 076 505 7166  
Fax: 086 655 8249  
Alternative - 083 512 7096  
Email: [africatalk@gmail.com](mailto:africatalk@gmail.com)  
[advertising@afrikatalk.co.za](mailto:advertising@afrikatalk.co.za)

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### RETAIL RATE CARD

## DOUBLE SPREAD

Loose Inserts = R170 per page per 1000 copies

Per Column Centimeter Charges:  
Black & White: R20; Full Colour: R30

**Full Colour = R 4900**

**Black & White = R 3900**

## FULL PAGE

**Colour = R 2800**

**B&W = R 2500**

## HALF PAGE

**Colour = R 1000**

**B&W = R 800**

## 1/4 PAGE

**Colour = R650**

**B&W = R 500**

## 1/8 PAGE

**Colour = R 400**

**B&W = R 350**

**N.B.:** The deadline for all adverts is Monday 13H00 every week  
All prices Exclude VAT

Useful Information

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<b>PRINT AREA</b>	:	TABLOID – 385x262mm
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