



Publish
Publish
Publish
Magazine
Magazine



your own
Magazine





“SO YOU WANT TO PUBLISH YOUR OWN MAGAZINE? (OR DO YOU WANT TIPAFRICA PUBLISHING TO DO IT FOR YOU?)”

TiPAfrica Publishing can assist you in many ways to take your relationship with your clients forward through strategic publishing. This kind of publishing, also called content marketing, refers to traditional print publications as well as to digital communication. Whatever the project, you can rely on our expertise to make sure all aspects are considered. We can give you access to the best editors, writers, photographers and designers in the industry, as well as take care of technical matters such as reproduction, printing and distribution. The further good news is that we have this whole range of services - but you can pick and choose according to your needs. If you want to publish your own in-house magazine, we can also assist you. Here, to get you going, is what you need to know right up front.

Strategic Thinking

You have to have clear answers to the following questions before embarking on a communication programme for your brand:

- How much budget do I have available for this project?
- Who do I want to target with my communication programme?
- What do I want to communicate to this market - what is my message to them?
- What do I know about their needs?
- What do I want to achieve through content marketing?
- What other possible revenue streams can I consider? Cover price or subscription? Advertising?

Costs

There are certain fixed costs that you have to consider to get an indication of what this kind of project will cost you. The costs involved in magazine printing are quite high and include the following:

- Reproduction costs - could be as high as R300 per page, making provision for photo retouching, colour proofs, etc.

- To get a quote from a printer, you will have to be able to tell them what the size (format) of your magazine will be, of how many pages it will consist and what the quality (grammage) of the paper will be.
- Content generation - the cost of photographs and stories can vary considerably. You also have to take editing, copy editing and proofing into account. (TipAfrica Publishing can advise you about this.)
- Design costs. Unless you have your own in-house designer, you will probably have to pay a freelance designer or design house to handle the layout of the magazine for you.
- Distribution or mailing. If you do not have your own distribution channels and will have to rely on mailing, these costs can be quite high.

Editorial Development

This refers to the editorial thinking behind the content of the magazine, the content pillars, as well as setting up the infrastructure for creating stories and sourcing pictures. If you do not have your own writers and photographers, a custom publishing house such as TipAfrica Publishing can create original targeted content for you. We have a country-wide network of specialist freelance writers, photographers and editors who can be assigned to any publishing project (from glossy magazines to company newsletters) anywhere in the country, We can also handle translations for you.

Graphic Design

The art direction and graphic design of a magazine are the elements that will really make the difference and set you apart from your competitors. Unless you are massively experienced in magazine design, this is the one field that you may want to leave to the experts (us!). Decide whether you want to contract a publishing house to design every issue for you, or create a look and feel that your in-house designer can follow.

Reproduction and Printing

You have to have a good in-house art director who is able to do photo editing, colour corrections and file conversions for you. Also someone to manage the reproduction process (usually outsourced to a facility that specialises in that side of the pre-press work) and

to manage the printing process (get quotes from reputable printers first) and the colour passes. This, again, is where TipAfrica Publishing's experience can help you save money.

Advertising Sales

For this you need an experienced sales force who can also handle ad trafficking, billing, and the collection of fees.

Distribution

Here you will have to rely on the services of a company that specialises in newsstand management and distribution. Your custom publisher (such as TipAfrica Publishing) should be able to advise you on postal regulations, and manage mailing and direct distribution for you.

Do you need customised web or e-solutions?

If your current publication is lacking an online presence or you are considering an e-newsletter, we can advise you and can come up with any number of digital solutions to fit your marketing communication needs.

Do you need in-house training for your own publishing teams?

We have done workshops and individual training for various big and small publishing companies in the following fields:

- Design
- Writing
- Copy editing
- Client service

Any other questions? You're most welcome to come and have coffee with us to discuss your marketing communication needs.



www.tipafrica.co.za

