



CUSTOM PUBLISHING

OVERVIEW

WHO ARE WE?

TCB Media is the leading custom media provider in the corporate communications and luxury lifestyle segments. Since 1999 our pursuit has been to publish custom magazine titles unmatched in quality and unrivalled in promoting the services of our corporate clients. As publications and audiences become more sophisticated, more and more companies find it increasingly difficult to produce publications in-house that achieve expected standards of quality. As a result, businesses are increasingly turning to custom media providers to produce publications that are as creative and compelling as newsstand or online publications are. According to the ABC figures released for Q4 2016, custom magazines were responsible for an overall circulation of just over 7 000 000 copies for the period including single copy sales of 35 832, and total paid for circulation of 1 652 569, with an overall 6% growth in the custom publication segment.

CONSIDERING CUSTOM PUBLISHING

You would not burden your production management team with increasing your business' marketing exposure, simply because that is not its specialty. But many companies essentially do just that when they ask their staff to produce a corporate publication aimed at its clients. As publications and audiences become more sophisticated, more and more companies find it increasingly difficult to produce publications in-house that achieve expected standards of quality. As a result, businesses are increasingly turning to custom media providers to produce publications that are as creative and compelling as newsstand or online publications are.

THE CASE FOR A CUSTOM MAGAZINE

Custom magazines use the positive attributes of print media to your brand's advantage, matching your company's marketing and communication objectives with well-crafted content that appeals to your target audience. A custom magazine is the best medium for any company to promote its products, services, and corporate culture. Whether you intend to promote new products to existing customers, explore new revenue streams, or even to rebrand your company, a custom magazine is the best medium to deliver your message in a controlled and effective manner.

FIVE COMPELLING REASONS FOR A CUSTOM MAGAZINE

1 GET MORE PEOPLE TO USE YOUR PRODUCT MORE OFTEN

A custom magazine provides you with a unique opportunity to present your clients and potential clients with a message which, unlike all other forms of advertising, is not restricted by time and space concerns. Magazines can impart multiple messages, in a way that a single television, radio, billboard, or cinema advertisement can never accomplish. Your own custom magazine will help you to connect with both your existing and potential clientele, build a relationship with them, change their mind-set, influence their buying patterns, and acquire new clients to drive sales and loyalty.

2 BUILD AND ENHANCE YOUR BRAND

Get your clients to understand your brand and that which sets your brand, your products and your company apart from the competition. There is nothing quite like your own magazine to achieve this.

3 GIVE YOUR BRAND MORE MOBILITY AND REACH

Magazines are a permissive medium which readers select freely, unlike most other forms of marketing that bombard the consumer with information. Magazines invade personal space like no other medium, from the bedroom to the beach to the boardroom.

4 ACKNOWLEDGE YOUR LOYAL CLIENTS

A custom magazine is perfectly suited for acknowledging, rewarding and pampering your most loyal clients, while simultaneously enticing potential clients. Some of your clients may even advertise in your custom publication, thereby helping you to offset costs. We believe in producing magazines that are aspirational, and which appeal to an individual's hopes and dreams.

5 USE YOUR CLIENT DATABASE TO GREATER EFFECT

Turn browsers into clients. Use the demographic data gleaned from your client database to shape your corporate message to address your clients' interests. We are experts at packaging your corporate message in a lifestyle format to get the Trojan horse effect. A magazine can act as a coach and mentor. In a custom magazine, content can be employed very effectively to reinforce and influence purchasing decisions, or to reward club membership.

REAL BENEFITS OF A CUSTOM MAGAZINE

- Target new revenue streams and vertical markets
- Introduce your customers to, and educate them about, your new and existing products and services
- Position and brand your company as the authority and leader in your industry
- Create instant recognition and loyalty
- Build customer retention and generate new leads
- Lower marketing budgets while increasing exposure
- Profile clients, projects, awards, and accomplishments
- Communicate your important marketing messages in a credible editorial format
- Create case studies on how your company provided real solutions to your clientele
- Promote your Corporate Social Investment
- Take advantage of budgets from your manufacturers or suppliers to help fund your custom magazine
- Lower your printing and marketing costs by partnering with the TCB Media.

WHAT THE RESEARCH REVEALS

Locally, custom publishing is experiencing an impressive explosion. Over the last 10 years, the number of custom titles in South Africa has more than quadrupled, and combined per-edition readership has increased from less than 5 million to more than 20 million readers. Today, nearly every retail chain, bank, insurance company and airline has its own custom title, and these publications now garner a combined ad spend in excess of R100 million per year. Custom titles in South Africa, with a total of 111 ABC members, collectively, generated a total distribution of 12,101,047 during the July-September 2017 ABC period. In contrast, the ABC consumer magazines, from 233 titles, sold just 6,773,787 copies.

Global research shows that, on average, a custom magazine will...

Be read for 25 minutes or more

While some media rely on shock tactics for instant impact, the effect is transitory. By contrast, custom magazines focus on the long-term relationship, and have a depth of space to convey multiple messages and product detail, cost-effectively. The net effect is shown by a comparison of viewer attention:

Online advertisement: 5 seconds

Billboard advertising: 8 seconds

Radio advertisement: 20 seconds

TV advertisement: 30 seconds

Customer magazine: 25 minutes

CREATE HIGH LEVELS OF RESPONSE

The Millward Brown & APA Advantage Study of 2009 showed that the average response rate as a result of reading a custom magazine is pegged at 44%, while a sizeable 57% of consumers read more than half of the magazine.

INCREASE BRAND LOYALTY BY MORE THAN 30%

In the same study it was revealed that that 60% of readers keep custom magazines for future use and information, Furthermore, 8% of respondents said they were more likely to purchase a product or use a service once they have read a custom magazine, and 62% recommend the title to a friend.

HAVE A LASTING IMPACT

One in four readers will pick up an issue of a custom magazine more than three times, and 62% will keep it for a week or more.

* Reported by Julia Hutchinson, director of the APA in the UK

ARE MORE TRUSTWORTHY THAN DIGITAL

According to a 2016 study conducted by Freeport Press, over 40% of people still read one or two print magazines and only 30% admitted to reading digital magazines. The study revealed that people claimed to trust print more than digital, but that digital prevails owing to its convenience factor – being available on PC, tablet, and mobile, free of charge.

STATISTICS

WHAT THE READERS SAY*

- 94% find custom publications a useful source of information
- 40% purchase a product or service from a custom publication
- 94% report that custom publications are important in making purchasing decisions
- 37% spend 25 minutes or more reading a custom magazine
- 33% report that a custom magazine would make them feel valued
- 40% of custom magazines are passed along to other qualified buyers or potential customers
- Statistics obtained from the USA Custom Publishing Council

WHAT THE BUSINESS PROFESSIONALS SAY*

- 92% of marketing directors rate custom publishing effective at relationship building, generating loyalty and client retention
- 78% of business professionals consider custom magazines a more effective vehicle than traditional advertising
- 75% of business professionals believe custom magazines improve a company's image
- 50% of business professionals say custom magazines build customer loyalty
- Statistics obtained from the USA Custom Publishing Council The Bottom Line
- Marketing directors agree that custom magazines outrank direct marketing efforts,

- radio advertising, television, internet, and telemarketing. *
- Nearly three-quarters of consumers would rather learn about a company from a custom magazine than an advertisement. **
 - 40% of respondents reported purchasing a product after seeing it featured in a custom publication. ***
 - Your clients have a good understanding of the intention of a custom magazine. They know full well that custom publications are aimed at brand building or product promotion, yet they gladly accept them, read them, and more often than not, act upon the message contained in them.

Statistics obtained from the USA Custom Publishing Council

** 2009 Roper study commissioned by the USA Custom Publishing Council

*** Millward Brown study conducted in the USA

WHY A CUSTOM PUBLISHER?

Companies turn to custom publishers for benefits ranging from improving quality and reducing costs to freeing up staff time.

ACCESS TOP TALENT

Because TCB Media is in the publishing business we have access to top creative talent – people who have experience in both online and print publications and in the field of marketing. This is a unique blend of capabilities, and they add up to a core competency that is required for success.

REDUCE THE COSTS OF PUBLISHING

Cutting the cost of an in-house editorial and design staff is one major bonus of outsourcing your publication, but there are other benefits as well. TCB Media can save your company on paper and printing expenses simply because we often buy in bulk. Also, longterm experience in publishing processes can account for savings in unforeseen ways, i.e. a change in size format of your custom magazine, for example, can save thousands.

REFOCUS STAFF TIME

When you outsource everything from concept through fulfilment to a custom publisher, you can save your in-house communications staff thousands of hours a year. And that is time you can use to refocus on your core business.

CONSIDERING AN INDUSTRY LEADER

With more than six titles in its portfolio of publications, the TCB Media, as a joint initiative between three independent custom content providers, is one of the leading custom publishers in South Africa. For more than 19 years we have been providing exceptional service and unmatched quality through our publications, websites and e-newsletters. The TCB Media brings unparalleled editorial resources and vast publishing experience to your custom magazine. The same professionals that created all our other titles can create a custom magazine for your company with content, layout and style created with your needs at top of mind.

THE DIGITAL ASPECT

In line with TCB Media's philosophy of placing our clients in the centre of a 360-degree custom media solution, we aim to extend each print publication to reach customers at a number of digital touch points as well. TCB will publish a cutting-edge digimag – an online version of each print magazine, which may include custom multimedia content, a dedicated website hosted by TCB Media's digital creative division, Virtual da Vinci Creative Room, and a professionally distributed email web letter, if required. In addition, TCB is geared toward expanding the custom magazine experience into the social media realm with a dedicated Facebook page administered by its editorial team. As a tool to promote our customer's brands online, social media platforms offer a unique experience. Live interaction with the magazine team is possible, as is the promotion of the custom title magazine through real-time uploads of news and information for fans.

TCB IS BEST POSITIONED TO OFFER:

- Extremely competitive rates through realistic publishing solutions
- Sophisticated technologies and communications infrastructure
- Internationally-educated and experienced management
- Inter-cultural sensitivity and appreciation
- Multi-lingual editors proficient in English, French, German, and Portuguese
- Added value through our existing portfolio of publications

When you partner with the TCB Media, you gain access to our experienced team of publishing experts who understand the custom publishing industry like no other company, and who will collaborate with your marketing division to produce a publication that is as unique as it is effective. The TCB Media is ready to personalise and build your custom magazine. Turn to our group of industry experts and start using the most effective source of marketing available to formulate your message, enhance your business, and increase your profits.

OUR PUBLICATIONS

All printed publications are available in digital format on www.freemagazines.co.za and a monthly e-mailer per magazine is emailed to a database of over 20,000 digital subscribers

CONCIERGE

Description: Magazine for Premier Hotels & Resorts

Client: Premier Hotels & Resorts

Circulation: 75,000 hotel guests

Size: 64-page A4

Frequency: Quarterly



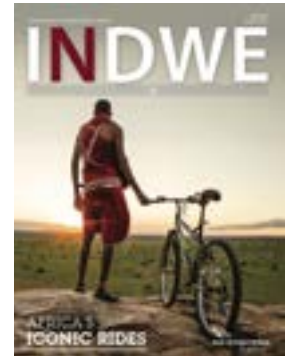
INDWE

Description: In-Flight Magazine

Client: South African Express Airways

Circulation: 165,000 airline passengers

Frequency: Monthly



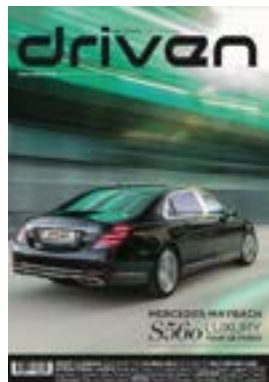
DRIVEN

Description: Motoring Magazine

Client: TCB Media

Circulation: 425,000 airport lounge visitors and online subscribers

Frequency: Monthly



REFINED

Description: Property Magalogue

Client: Fine & Country South Africa

Circulation: 25,000

Frequency: Quarterly



INFLIGHT

Description: In-Flight Magazine

Client: Fly SaFair

Circulation: 280,000 airline passengers

Frequency: Monthly



ROADTRIP

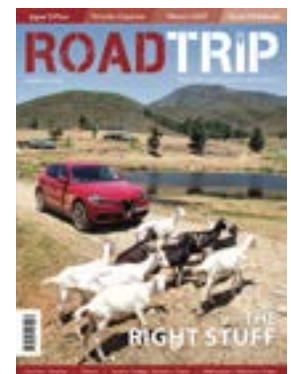
Description: Motoring and travel magazine

Client: TCB Media

Circulation: 200,000 airport lounge visitors and online subscribers

Size: 88-page

Frequency: Monthly



PREMIER

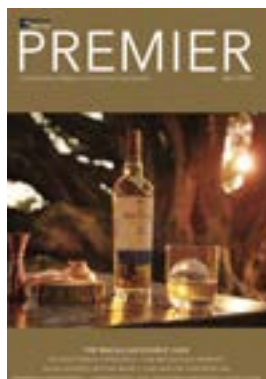
Description: Magazine for Premier Lounge

Client: BidAir

Circulation: 130,000 lounge visitors

Size: 96-page A4

Frequency: Monthly



SLOW

Description: Magazine for SLOW lounge

Client: SLOW

Circulation: 85,000 airport lounge visitors

Frequency: Monthly



CONTACT US

CAPE TOWN OFFICE:

Address: TCB Media Cape Town,
1st Floor, Brackenrite Office Park,
inside the Brackenrite Business Park,
36 Kruis Road, Brackenfell, 7560

Tel: +27 21 945 3309

CEO

Wilhelm Loots

Tel: +27 12 425 5800

wilhelm@tcbmedia.co.za

HEAD SALES MANAGER

Chantal Barton

Tel: +27 83 459 3086

chantal@tcbmedia.co.za

PRETORIA OFFICE:

Address: TCB Media Pretoria,
Unit G, Castle Walk Corporate
Park, C/o Nossob & Swakop
Streets, Erasmuskloof Ext. 3 0181,
Pretoria

Tel: +27 12 425 5800

PUBLISHER

Bernie Hellberg

Tel: +27 12 425 5800

bernard@tcbmeddia.co.za

EDITOR-IN-CHIEF

Deidre Loots

Tel: +27 82 5781 598

deidre@tcbmedia.co.za