

Bizcommunity.com launches into Africa

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After leading the South African business-to-business and online media in publishing daily news to the media, marketing and advertising community in South Africa, Bizcommunity.com is launching into Africa to provide our readers on the continent and advertisers with comprehensive and durable content country by country - adding to the 800 000 newsletters it already distributes monthly with SA-specific content in this industry.

Launching into the English-speaking territories on the continent to start with, Bizcommunity.com will on Thursday, 15 March 2007, go live with www.www.bizcommunity.com in a total of 17 countries (including adjacent islands) that are deemed to be the prime movers in Africa north of South Africa. These are: Angola, Algeria, Botswana, Cote d'Ivoire, Egypt, Ghana, Kenya, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Seychelles, Tanzania, Uganda, Zambia and Zimbabwe. All of these countries have well developed communications and their advertising, marketing and media industries are robust and pro-active.

Bizcommunity.com MD Robin Parker explains: "Bizcommunity.com has been spectacularly successful in building a loyal southern African base of readers and newsletter subscribers to its comprehensive marketing offering covering 26 disciplines under the marketing umbrella.

"Up to 60 000 people choose to receive its newsletter on a daily or weekly basis. Bizcommunity.com sends out a staggering 800 000 newsletters a month packed full of fresh and relevant information to marketers. The pressure to extend this service to the other African power zones where marketing is a mature function of the economy has been on for years."

Africa newsletters

Combining the best in specialist writers, daily commercial news updates and news from the vibrant African marketing arena plus a twice weekly newsletter, www.www.bizcommunity.com will cover all of the critical areas of the continent using local talent and expertise to create relevant and beneficial information designed to support your marketing efforts.

Backed by an innovative launch strategy, the growth expectations of www.www.bizcommunity.com growth are high. "We anticipate we will be the default read of choice on marketing for serious African marketers in a short space of time," Parker predicts.

The new portal will build on Bizcommunity.com's already impressive penetration into the southern African market and, using the parent portal's tried and tested formula, will bring those wishing to do business with and within Africa a comprehensive offering of news and informative material on the continent's advertising, marketing and media industries.

Gateway into Africa

Collectively and individually, the 17 countries targeted constitute ideal gateways into Africa. As www.www.bizcommunity.com develops, so the country listing will expand until, ultimately, every nation in Africa and all the continent's adjacent islands will be featured on the site. Literally, www.www.bizcommunity.com will be the one-stop shop for information on advertising in Africa, marketing in Africa and media in Africa.

Apart from day-to-day news to keep visitors to the portal up to date with the latest developments in Africa in these industries, more durable material will cover the ins and outs of these industries in Africa, including research results, case studies and a plethora of authoritative and informative articles which, apart from providing information of great value, will also be a very good read, Rod Baker, who is in charge of aggregating Biz Africa with content, explains.

As the emphasis will be on quality rather than quantity, www.bizcommunity.com will start life on a relatively modest scale, “but like an acorn it will grow into a mighty oak,” concludes Parker.

- **Essential links:**

Website: www.bizcommunity.com (live 15 March 2007)

Content:

Sales:

▪ **Biz Most Read Award winners April 2024** 1 May 2024

▪ **Tick all the X's with Biz Content Feature Sponsorship** 26 Apr 2024

▪ **Biz Most Read Award winners March 2024** 2 Apr 2024

▪ **Biz Most Read Award winners February 2024** 1 Mar 2024

▪ **Share in the sharing economy on Biz** 28 Feb 2024

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