

INVESTSA launched to top financial marketers



COSA Communications, leading boutique publisher of print and electronic media, recently launched INVESTSA - a specialist investment magazine aimed at local financial planning professionals - to an audience of marketing managers representing some of South Africa's leading financial houses such as Old Mutual, Sanlam and Investec.

The event, which saw the unveiling of INVESTSA's second issue, was held in Cape Town at the scenic penthouse of the Pepper Club Luxury Hotel & Spa. It also featured talks on South Africa's current investment climate by the magazine's editor-at-large, Shaun Harris and renowned financial journalist and regular contributor, Maya Fisher-French.

Andy Mark, publisher and editor-in-chief of COSA Communications said the response to the magazine has been overwhelmingly positive since its launch and it is set to play a crucial role in aiding financial planners to navigate the increasing complexity and range of local investment products and service providers, as well as the stricter intermediary guidelines.

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