YOUR MAGAZINE - CONTRACT PUBLISHING

A MASTHEAD OF YOUR OWN

Cabanga Africa Group produces magazines, newspapers, newsletters, journals, reports and annuals under your name, run on the engine that already produces thirteen titles of our own. You own the publication. We build it and keep it coming out.





13	43	28,000+	2.1M+
TITLES BUILT FROM ZERO	COUNTRIES REACHED	SUBSCRIBERS	DOWNLOADS

YOUR MAGAZINE. OUR NEWSROOM.

Most companies that need a publication do not need a publishing house. They need the output of one. You own the publication outright - the title, the masthead, the design system, the subscriber list, the archive and the commercial rights. We carry the editorial planning, writing, editing and fact-checking, the design, print management, the digital build, distribution and the deadline itself. If the title ever moves, it leaves with everything it needs.

SIX INSTRUMENTS

INSTRUMENT	EXTENT	FREQUENCY	WHAT IT IS FOR
Magazine	32 to 64 pages	Monthly or quarterly	Standing with people who do not have to read you
Newspaper	8 to 24 pages	Weekly or monthly	Owning the business conversation in a trading area
Newsletter	4 to 12 pages	Weekly or monthly	Contact with a named audience between larger moments
Journal	48 to 96 pages	Quarterly or twice a year	Establishing the client as the reference in its field
Report	24 to 120 pages	One-off or annual	Settling a record in a form built to be cited
Annual	64 to 160 pages	Annual	Earning shelf life, the rarest commodity in print

DIGITAL, PRINT OR BOTH

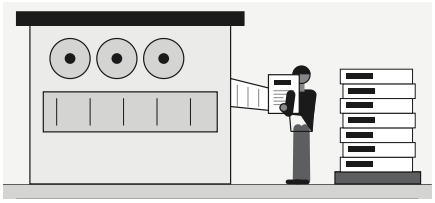
One editorial spine, three possible outputs. Digital is fast, measurable and borderless. Print carries weight in the rooms that count. For most company titles we recommend both: a limited print run for the boardroom and a full digital edition for everyone else, from one production cycle.

WHO IT IS FOR

Corporate affairs, PR and brand managers at companies with large audiences of their own - banks, insurers, medical schemes, retailers, telcos, pension funds and universities with alumni. A typical job is an insurer with a premium product wanting a print run of around a thousand copies and a PDF edition to its mailing list.

START WITH THE JOB

Tell us what the publication has to achieve rather than what it should look like. The instrument follows from the objective. Specify the title in nine choices on the Publication Builder at cabanga.africa/publish and send us the brief.



YOUR MAGAZINE

Contract publishing under your own masthead.

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