

The Role of Print Media in Marketing the Karoo

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ToGoto Magazine

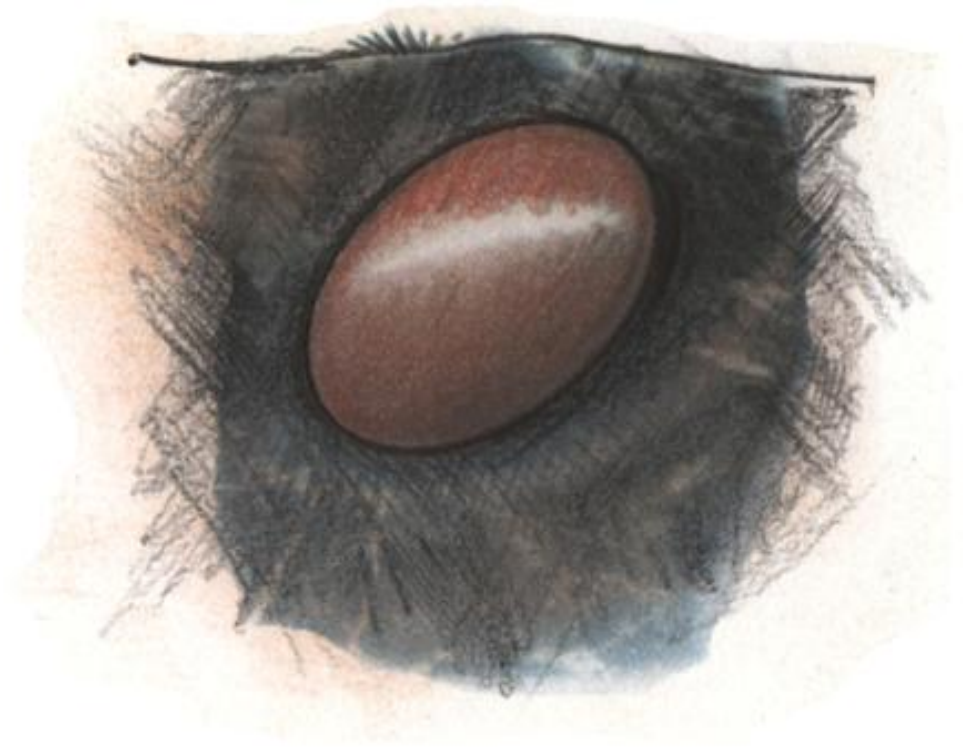
Purpose of this workshop:

Promoting:

- the Planning,
- the Implementation
- and Research

Source or Seed

Planning
Workshop



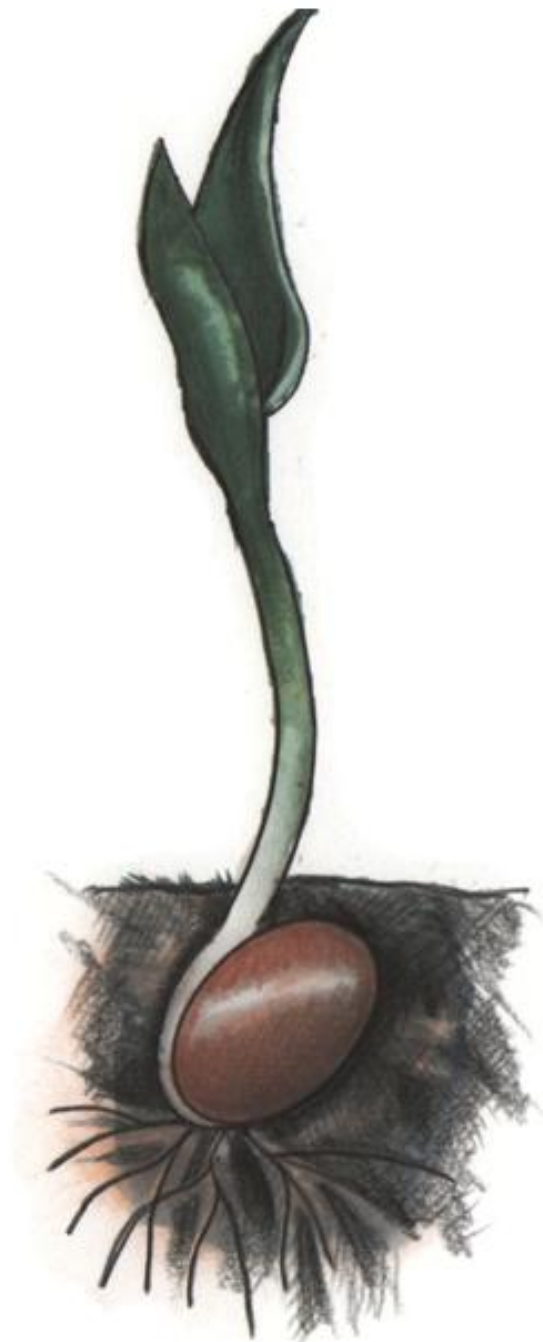
Root

Implementation
Networking



Tree

Research
Collaboration



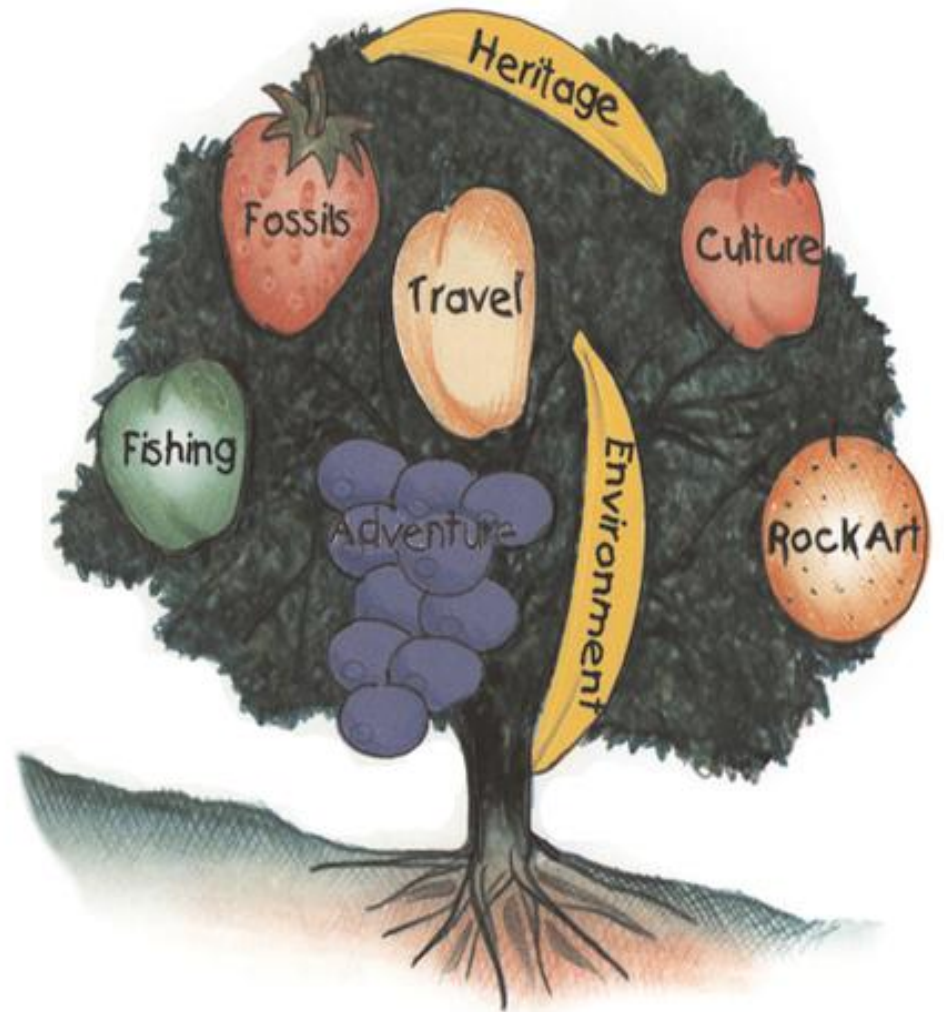
Branches

Media
Publicity

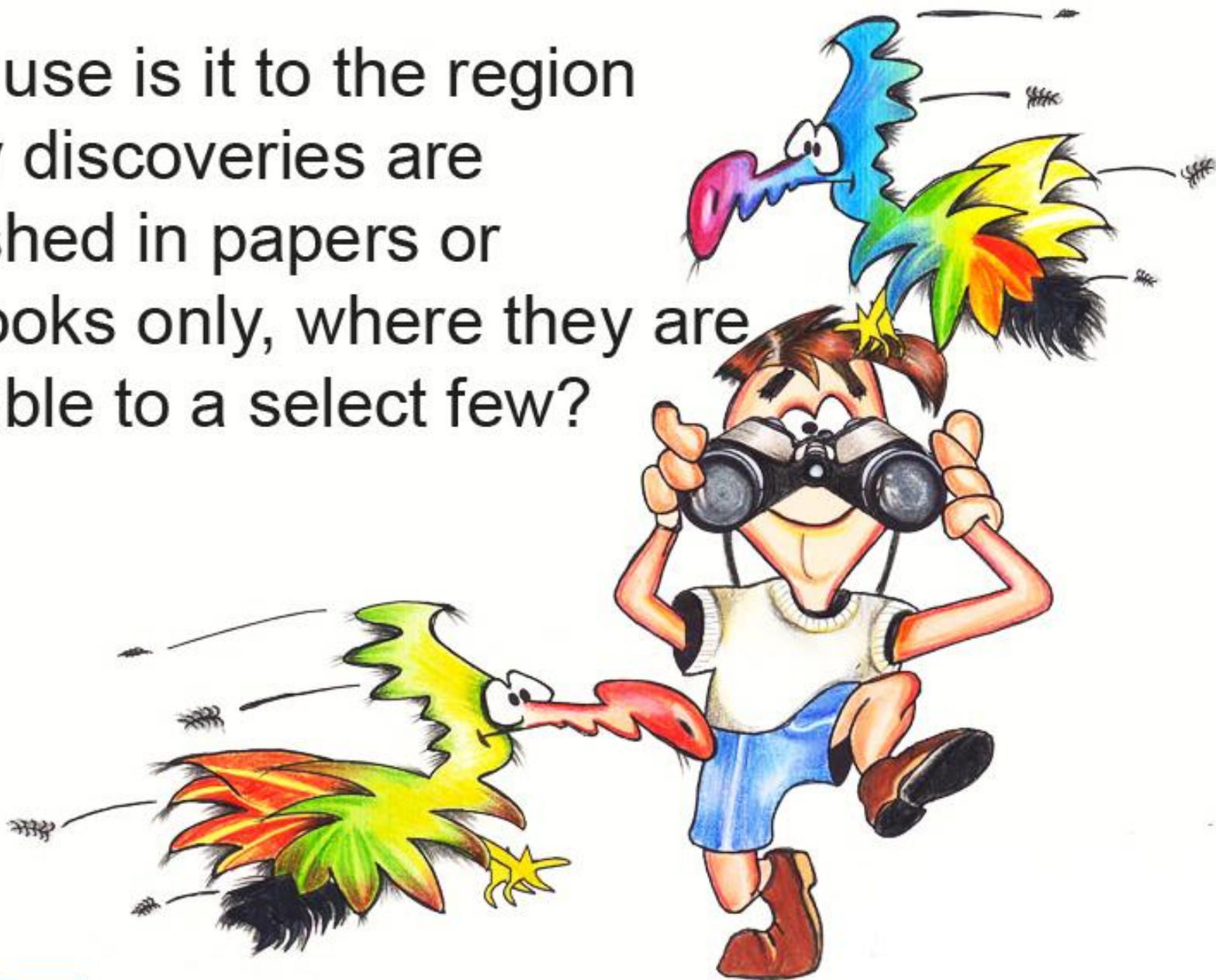


Fruit

Results
Produce



What use is it to the region if new discoveries are published in papers or textbooks only, where they are available to a select few?



TV and Radio



Social Media



“The pen is mightier than the sword”

- It ENLIGHTENS
- It EDUCATES
- It EMPOWERS
- It ENTRUSTS

- Visual
- Tactile
- A permanent record
- Available even to the disadvantaged



- Responsibility of the Media
- Responsibility of the People
- Responsibility of the Public

- Newspapers
- Brochures
- Books
- Journals/ Academic Papers
- Magazines

The Niche magazine

- Academic content presented in a popular style broadens the readers' field of interest.
- The ideal readership is targeted for increasing tourism potential.
- Such magazines become collectables, prolonging their shelf life.
- Niche magazines usually have a high hand-down rate.
- It is possible to work out an advertising strategy that slots in with the client's current strategy.

Make sure to
select the
appropriate media
to ensure the
desired results.

