

# The Role of Print Media in Marketing the Karoo

## Anita Henning

### ToGoto Magazine

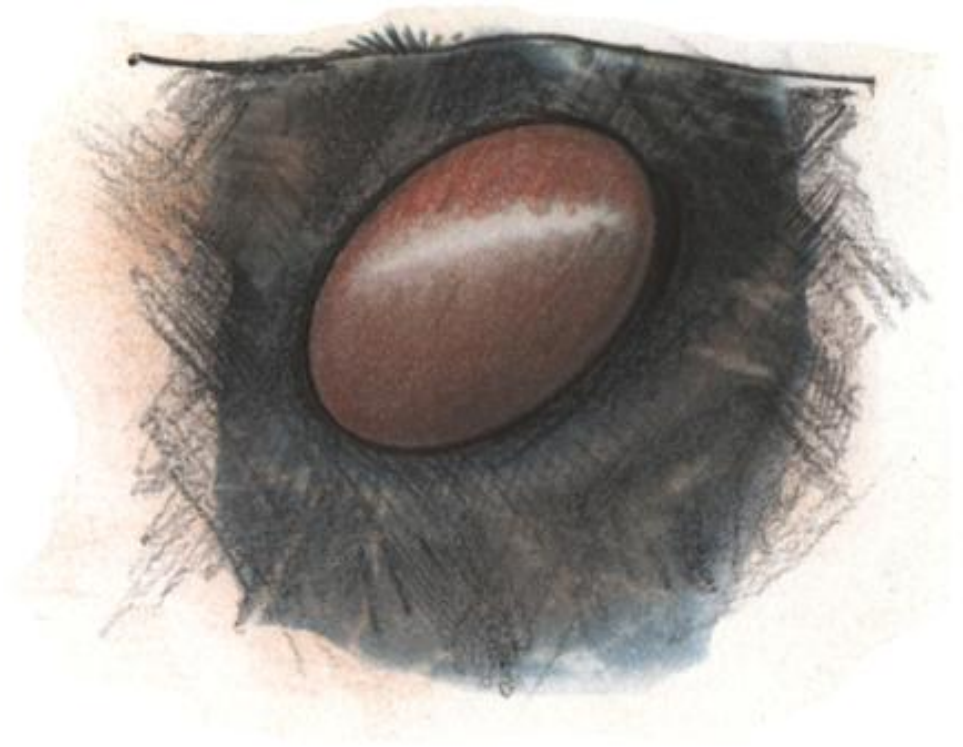
## Purpose of this workshop:

Promoting:

- the Planning,
- the Implementation
- and Research

# Source or Seed

Planning  
Workshop



# Root

Implementation  
Networking



# Tree

Research  
Collaboration



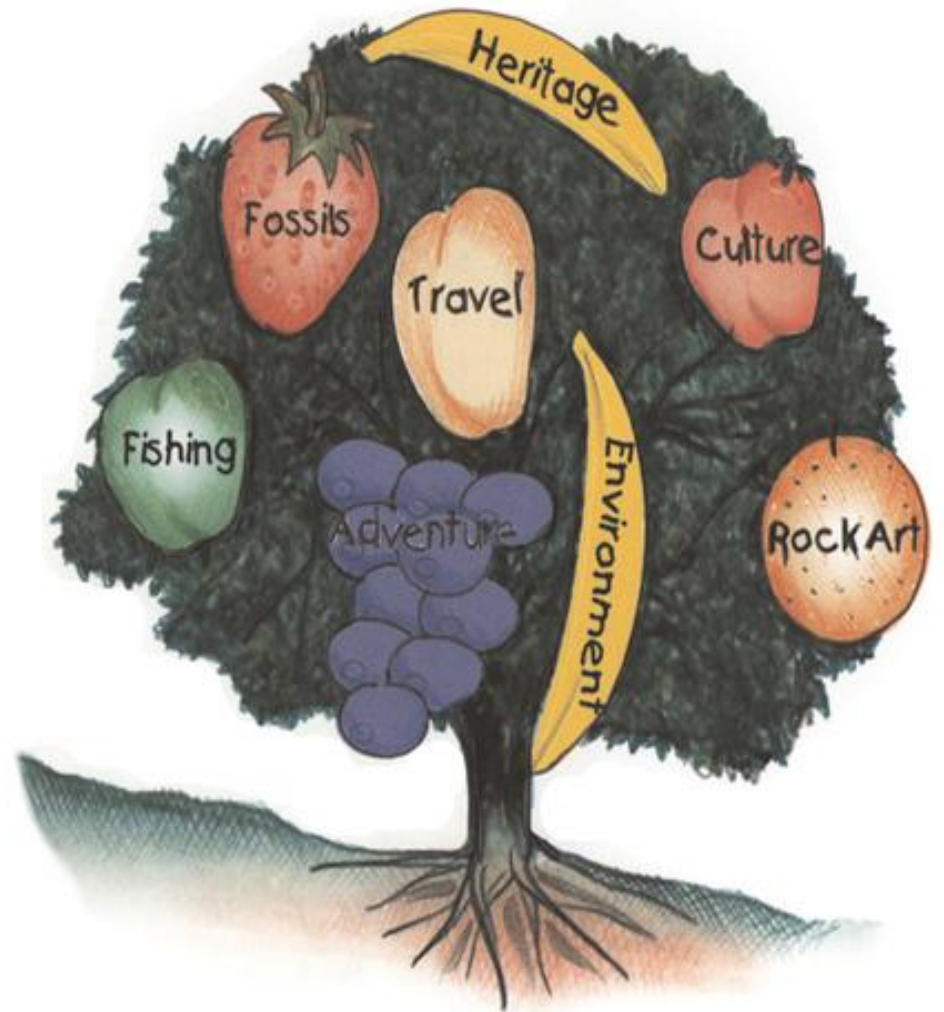
# Branches

Media  
Publicity

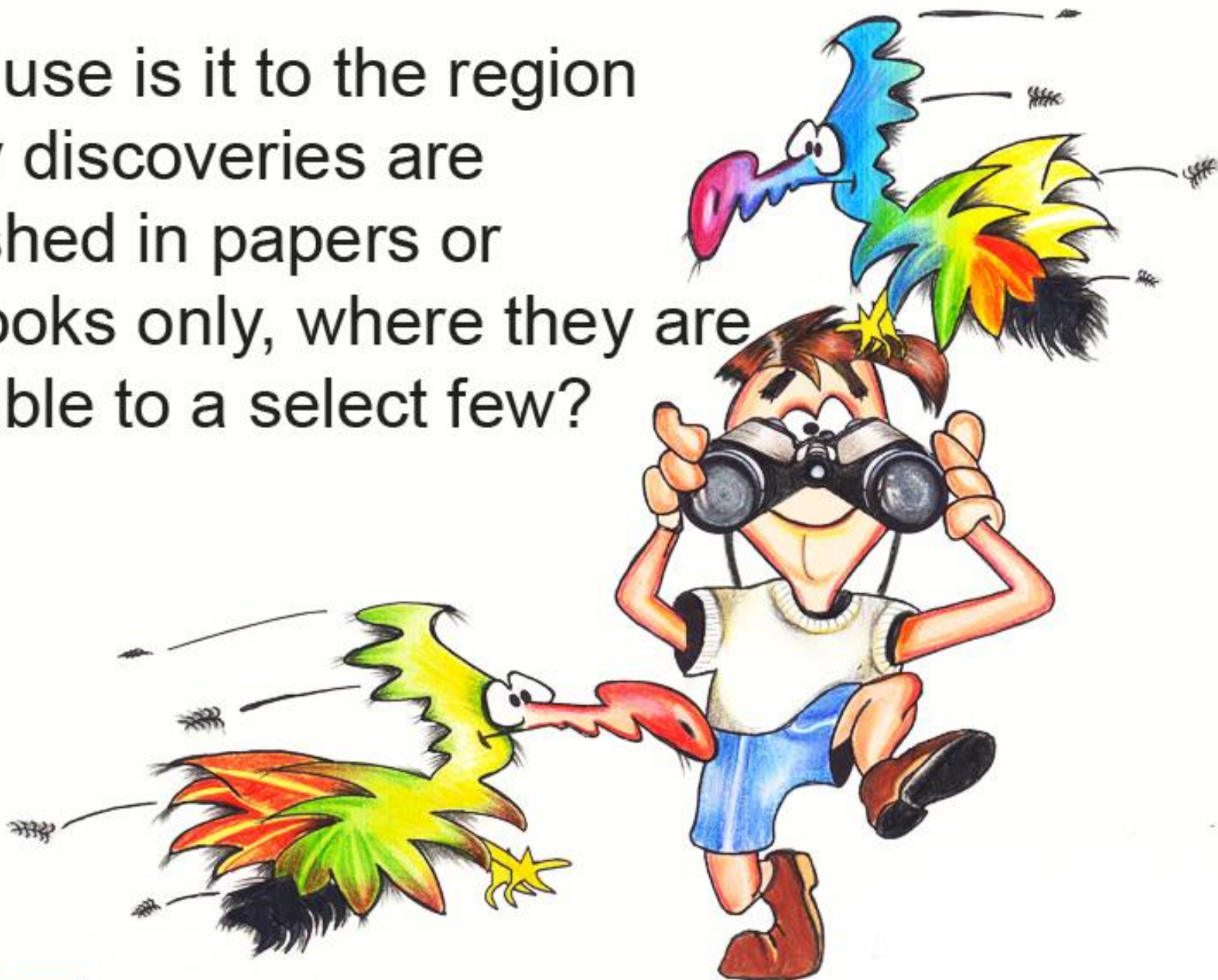


# Fruit

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



# Print 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.

