



**Ingenuity e-Magazine®**

"connecting people to information"

entrepreneurial, consumer knowledge,  
corporate code & information technology

Corporate Place, Office Shop No. LG 12

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# ADVERTISING SPACE BUSINESS PROPOSAL



[qrs.ly/to4iqy5](http://qrs.ly/to4iqy5)



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## Introduction

Ingenuity e-Magazine is Swaziland's first business driven electronic magazine; holding a Top Innovation in Design, Create & Innovate Award from the Innovators Association of Swaziland. The magazine was inspired by the founders' passion which is to celebrate and support local entrepreneurship. This is carried out through the telling of local entrepreneurial success stories; how they began, how far they have come and all the challenges and successes in between. The magazine is structured into 5 sections, namely *Made eSwatini*, *SME*, *Features*, *Corporate Code* and *Information Technology*.

In *Made eSwatini* the magazine has run exclusive stories on Busie Bhembe of Pam Golding Properties; Nathan 'Natie' Kirsh the Swazi Billionaire; Quazi design through Doron Shaltiel the founder; Designer Khulekani Msweli of JeremPaul fame and Mozaik, a leading name in the Music and Production Industry. These are all iconic candidates for aspiring young entrepreneurs to look up to. The 5<sup>th</sup> edition included Anele Tshabalala, a Swazi born photographer and graphic designer doing great things both here and in Durban, South Africa.

While the SME section started off in a general entrepreneurial direction, in September 2014, the team recruited a writer who drove the focus to Agriculture. With Agriculture being the backbone of our economy, finding ways to strengthen it is a priority to those within the industry and the Ingenuity team is proud of their in-house Agricultural expert Mxolisi Hlophe; who is also a founding member of eFarm Traders. eFarm Traders is the latest Swazi tool towards ensuring the industry continues on the road to optimizing returns.

Each edition of Ingenuity e-magazine features a local business or product whose ingenuity is inspiring to the team, allowing for Ingenuity to bring to Swaziland the options in upcoming service providers, products and talent. The team seeks these businesses out attending networking events and seminars where SMME owners can be found sharing ideas and creating networks to expand their reach, Ingenuity wants to be part of those networks, bringing the business to the people in the comfort of their own



home. Some features first mentioned in Ingenuity include The Wine Boutique at Ezulwini, Mantenga Craft & Lifestyle Centre.

***'When asked why the publication is only available online, the magazine editor responded, "We need to start taking the internet more seriously as people in that it can and is used for more than facebook and google searches. The internet is a business tool that global organizations utilize in a way my team aspires to help move Swaziland towards. Our Government is taking to e-governance, we are pioneers in this regard because what excuse does private business have to stay behind once government moves into the digital age? The second, yet equally important, reason for this being an electronic publication is because our team spent our UNISWA years investing our time in ENACTUS, we believe it is the responsibility of every business to find environmentally sound ways to accomplish their mission. We do not encourage anyone to print this publication, you can view it on your phone or tablet at no extra cost to you or the environment."***

## **Functionality**

Ingenuity e-Magazine is available as an offline pdf download from our website. We always strive to keep each edition under 6MB in an aim to save our consumers data. We also prepare a direct download link in support of this aim."

## **1.0 Our Aim**

Our main aim is to bridge the information gap between local companies' products/services and their consumers, therefore we address:

1. The lack of product/service education programmes from companies in the country being limited to radio and print media in the internet age.
2. Providing success stories tailored to nurture local aspiring entrepreneurs.
3. Corporate code – "an unconventional guide to the corporate world"



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## ADVERTISING PACKAGE



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**YOUR BRAND HAS NEVER  
BEEN INSUCH GOOD HANDS**



## **BASIC ADVERT**

**Rate: E1, 704.00**

*(Suitable for Awareness, Brand Positioning, Reminder Advertising, 1 page)*

## **BASIC FEATURE ARTICLE**

**Rate: E2, 556.00**

*(Suitable for Company feature & product feature, 3 pages max / limited imagery)*

## **EXTENDED FEATURE ARTICLE**

**Rate: E3, 408.00**

*(Suitable for Events, new product launch, extended product education, up to 10 pages/rich imagery)*

VALUE ATTRIBUTE	SHORT DESCRIPTION	LONG DESCRIPTION
Affordable price		Value at an affordable price
Longer duration advert	2 Months	Maximum exposure for your advert
Longer Shelf Life	Yes	Archived, accessible in future
Exposure on our website	Yes	Complementary advert on Home page
Exposure on our social media pages	Yes	We post about your, with a link to your page/website (leveraging)
Interactive link	Yes	Interactive link to your website / social media



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**What makes Ingenuity e-Magazine different  
from any other advertiser?**





## **Our differentiation strategy;**

### **2.1 Push Marketing**

While other advertisers offer your brand as a static advert, we take your brand to the people. We actively seek out viewers, using the internet as a distribution channel. In essence, we connect people to your brand.

### **2.2 Access to the millennials**

We live in an era where every second we get, we constantly check our phones – responding to Direct Messages, checking Facebook, Instagram. Ingenuity e-Magazine takes advantage of these platforms, we actively seek out new viewers on these platforms and retain the ones we already have.

### **2.3 Experiential Marketing**

On the advert, we offer an interactive link to your social media pages and/or website, allowing for consumers to move beyond the point of 'awareness' or 'reminder' to actually experience the brand, forming +ve memory banks, allowing for them to bond with your brand.

### **2.4 Reach & Target market**

Our reach is on average is 5000 downloads, within the running 2 months, which translates to impressions i.e. people who saw your advert.

Our core target market is both the working class and entrepreneurs, ages 22 to 48 years, both male and female. These are individuals seeking local business information, growth & motivation within their respective jobs/industries, information on local products and services.





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**How do we help clients  
achieve their goals?**



## **We help clients achieve their goals by;**

### **3.1 A platform for consumer education**

As a company, you can use the magazine to educate local consumers about your brand (product/service), what it is, inherent benefits, (technical) usage information, costs etc. It's a convenient way to educate consumers since the information is archived and kept for present & future use. It's an ideal platform when launching a new product.

### **3.2 Advertising at an affordable price (Value)**

We run an advert for your brand at an affordable price.

### **3.3 Longer duration advert**

Each e-mag runs for 60 days, after its lapse it is achieved on the website as a readily available download.

### **3.4 Interactive advert**

The magazine allows for consumers to experience your brand, with interactive links to your website and/or social media pages.

### **3.5 Dynamic advert**

We take your brand to the people. Using push-pull marketing, with an innovative & effective distribution channel, we allow for consumers to view your brand at their convenience.

### **3.6 The Power of association**

Your brand is free from clutter, and is solely among business information. The consumer is on a mind set to take in your brand. Fosters a loyal following, for consumers to actively seek out your brand.

### **3.7 Value added benefit**

We complement your advert with social media posts and a banner on our website.



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## OUR CLIENTS



QUAZI DESIGN



GONE RURAL  
SWAZILAND

**Data Net**

MARK SWAG™





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## Contact Us:

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