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Brand storytelling has become a necessity, not a luxury.

In the business world—where trust is currency—brands can harness their content as a powerful sales force. This is exactly what has pushed more companies to let their guard down and start educating and engaging readers through the power of content marketing.

But in the race to ramp up content production, many companies have found that they lack the resources or talent necessary to capture their story. To fill this void, Reignmakers has been launched to help brands educate their audiences and earn their trust.

With award-winning editors behind Reignmakers, we provide a full-service solution to help companies strategize, create, publish, and distribute content that accomplishes their goals.

OUR STORY

Once upon a time…….

Two content gurus met on a blazing hot day, on barren land somewhere in Africa. After exchanging pleasantries, they sat under a large rock that provided shade from the blistering sun, and in time the conversation turned to their personal journeys – exciting, adventurous, yet leading them to this dry and soulless land. Their gaze turned toward the greater

expanse before them, and they took their first steps together.

As the dry heat cracked their skin, a decision was reached: “Let’s create something to give this dry land some life.” Pen in hand and book on ground, they began writing. The more they wrote, the cooler it became; soon water started bubbling up to the surface and sprouts of green emerged as life returned.

Pen and book in hand, they went in opposite directions as they continued to give life to the land. A week later they met where it had all began and looked out before them: Far and wide, a green bounty had spread as the reign of life grew stronger in earnest.

The two gurus had restored life to a desolate land through creating beauty where there was potential for growth. Content had given life – and the ReignMakers were born.

Gazing out in another direction, much further afield than before, they could see more dry and cracked land. They set out once again, even more determined to spread life and beauty. The reign of content had begun.

Evans Manyonga
Founder & CCO (Chief Creative Officer)

A trendsetter and media influencer, Evans Manyonga is the former editor-in-chief of *Fast Company SA*. He was the founding editor in SA of the global franchise (the only English franchise title outside the USA) and produced 34 issues of the magazine. In 2017 he was voted one of the 100 Most Influential Young South Africans under 40 by Avance Media.

Evans holds a BA in Film and Media Studies from the University of Cape Town, a B.Phil. in Journalism and Multimedia from the

University of Stellenbosch and a Master of Arts degree in Corporate and Political Communication from the University of Cape Town.

An astute organiser, his knack for versatility in his media ventures and receptive attitude – in tandem with his youthful vigour and zest for excellence – have aided a glittering career. He has worked across various publishing and media disciplines: from marketing and production, to business journalist, business development editor, content manager, project manager for the Tomorrow's Leaders Convention, editor of *Achiever*magazine, deputy editor of *Leadership* magazine, and editor-in-chief of *African Independent Magazine*.

In addition, Evans is a media trainer who has worked with notable South African CEOs and run media training courses for nanotechnology scientists enrolled at the top universities in the country.

OUR OFFERING

The media and marketing industries are constantly evolving; as a result, it is imperative to explore new ways of advertising and marketing. Content marketing is the best way to stay relevant in an ever-changing media and marketing landscape. The type of industry in which a company operates does not determine the need for transcription but rather the type and volume of content produced, as well as hosting platforms.

Creative Content is most commonly defined as content that needs to be 'translated' creatively. The purpose of the content is to 'persuade' a customer or end-user to engage with the brand and purchase products or services.

- The created content is tailored to resonate closely with the specified target audience.
- The content is original and authentic.

• It is essential for clients to understand the brand through the content.

In today’s experiential economy, brand awareness is more important than ever.
We focus on the following areas:

• Content creation
• Brand building (corporate and individual)
• Events
• Niche custom publishing
• Digital and social platforms (web building, social media marketing, design)
• Publishing

OUR PACKAGES

View Tribe Magazine online
Download the Rate Card

Tribe

STRONGLY INDEPENDENT & FIERCELY CONNECTED

ONE MOVEMENT, ONE GLOBE, ONE TRIBE

Tribe Business Magazine (TBM) – Strongly independent and Fiercely connected

In a world that is constantly in flux, and where each new challenge requires a unique and flexible solution, a new business media brand has been created to cater to forward thinkers.

Created by two award-winning Editors, Robbie Stammers and Evans Manyonga.

TBM Publisher, Robbie Stammers has been in the magazine industry for more than 20 years. He has won a grand total of 15 PICA Awards (including Business Editor of the Year on three occasions) as well as three international TABBIE Awards. He was also named Customer Editor of the Year in 2013 and subsequently secured the franchise licence of Fast Company US in South Africa till 2018..

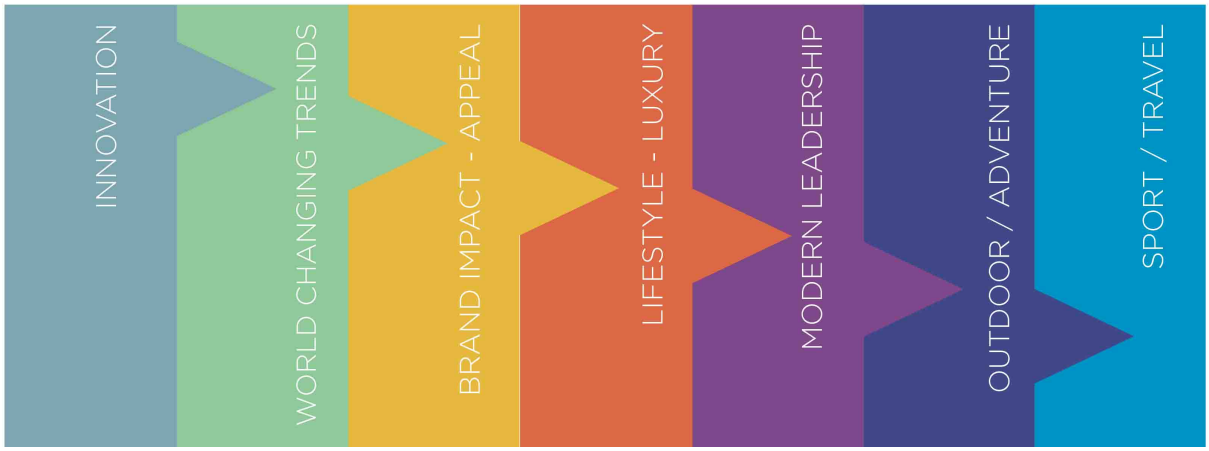
TBM editor-in-chief, Evans Manyonga is a trendsetter and media influencer who is the former editor-in-chief of Fast Company SA. He was the founding editor in SA of the global franchise (the only English franchise title outside the USA) and produced 34 issues of the magazine. In 2017 he was voted one of the 100 Most Influential Young South Africans under 40 by Avance Media.

Tribe Business Magazine is a fresh and authentic content driven publication that aims to create a strong community of innovative, creative and strategic thinkers who are actively involved in shaping the next era of business, innovation, design, disruption, living trends and productivity. Launching with an initial specialist print distribution of 12 000 copies and a 'Tribe Network' of 760 000 digital distribution readers (footprint), TBM aims to showcase diversity and promote a forward-thinking business culture in the new era of digital interaction. A fully digital and interactive experience TBM offers a visually immersive print and digital experience.

"Tribe aims to showcase a new train of thought that promotes progressive business conversations while not shying away from revealing the creative twists and turns that are affecting our business people and creative environments," Robbie Stammers – TBM Publisher.

"A wise friend once told me that there is a difference between an entrepreneur and a business person. A business person is someone involved in business. An entrepreneur is a creator. This publication has the entrepreneur at heart and also caters to the business person," Evans Manyonga – TBM Editor in Chief.

THE PUBLICATION HAS SEVEN BASE PILLARS:



TRIBE BUSINESS MAGAZINE DISTRIBUTION

DIGITAL

760 000
Digital footprint

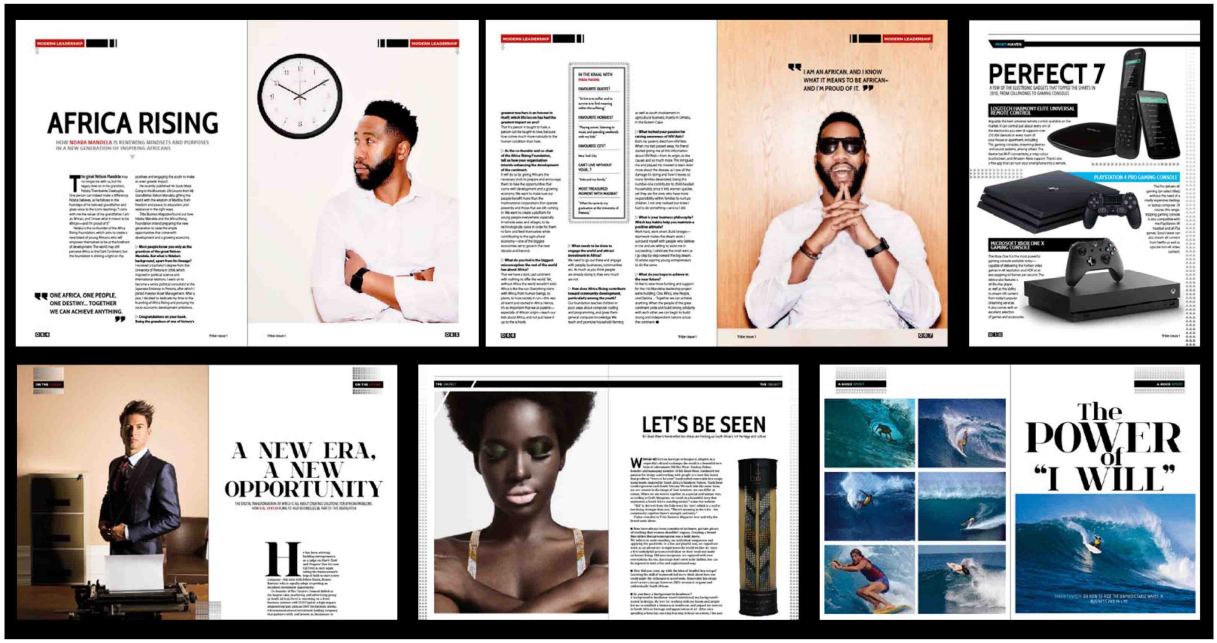
PRINT

10 000 copies

- Airport VIP lounges
- Airline Office suites
- All Slow lounges
- Airport Restaurants & coffee shops
- Car rental companies
- Stock exchange Top 500 CEO's
- Airline passenger checking-in counters
- Specialist coffee shops/ roasteries
- Embassies and consulates
- Hotels (mostly 4 and 5 star)
- High net worth corporate executives – personalised & labelled
- Advertising Agencies
- National Retail Shops including Pick N Pays, Exclusive Books, SPAR and garage courts

PRODUCTION DATES

EDITION 2 - MARCH 2019 ■ EDITION 3 - JULY 2019 ■ EDITION 4 - DECEMBER 2019



EDITORIAL LIST

PERMANENT - SUB – CATEGORIES

- Chief / Major Influencer
- Chieftese
- Warrior / Trendsetter – (Top Executive)
- Advisor / Wingman – (Corporate Master)
- Cover story
- The Chariot (Motoring) – (Car Dynamics)
- Column – (A person of interest)
- The Object - (Object of interest – Design driven)
- Shakers – (A brand to look out for – feature on founders and ideas)

80 PAGES

SECTIONS

- Innovation – 8 pages
- World Changing Trends – 8 pages
- Outdoor/Travel – 10 pages
- Lifestyle – Luxury -8 pages
- Modern Leadership – 8 pages
- Brand Impact – Appeal – 5 pages
  Sustainability – Going green

MEDIA KIT 2019

ADVERTISING RATES

Full Page	R26 950 + VAT
Special Position	R28 000 + VAT
Double Page Spread	R38 500 + VAT
Inside Front Cover (DPS)	R51 500 + VAT
Inside Front Cover	R33 000 + VAT
Inside Back Cover (DPS)	R39 000 + VAT
Inside Back Cover	R31 000 + VAT
Outside Back Cover	R36 000 + VAT
Half Page	R18 500 + VAT
Quarter Page	R10 500 + VAT
Tribe Business Magazine Promotions/Profiles 1 Page - R22 000 + VAT	2 Pages - R35 000 + VAT
3 Pages - R47 000 + VAT	4 Pages - R62 000 + VAT
5 Pages - R84 000 + VAT	

The above costs will INCLUDE both an advert in the printed magazine and digi-mag.

NOTES

1. All rates quoted exclude VAT.
2. All positions are at the publisher's option. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which the advertisement has been published. Tribe magazine will seek to comply with position requests and other stipulations that appear on insertion orders but cannot guarantee that they will be followed.
3. All advertisement sales are subject to our standard terms and conditions of sale and credit approval procedures.
4. A commission of 16.5% is paid on display advertising placed by advertising agencies accredited with the Magazine Publishers Association on condition that completed material is supplied.

For further enquiries contact:
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REIGNMAKERS
content is king

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Get In Touch

Name

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Phone Number

Message

1 + 11 =

Hello Reignmakers

Visit Us

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Contact Us

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Operating Hours

M-F: 8am – 5pm
Sat: Closed
Sun: Closed