

# 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.

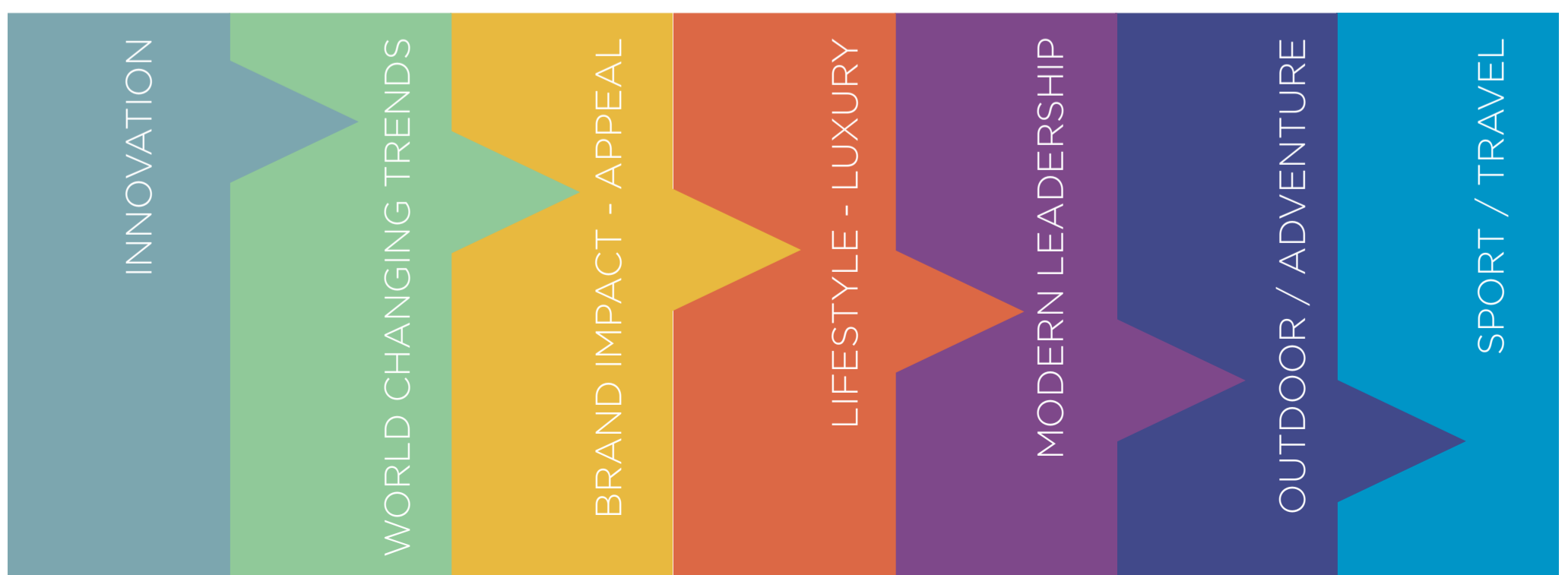
Tribe Business Magazine is a fresh and authentic content driven publication that aims to create a strong community of innovative, creative and strategic thinkers who are actively involved in shaping the next era of business, innovation, design, disruption, living trends and productivity. Launching with 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.

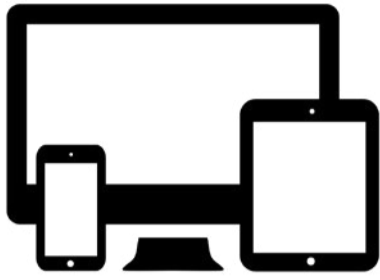
“A wise friend once told me that there is a difference between an entrepreneur and a business person. A business person is someone involved in business. An entrepreneur is a creator. This publication has the entrepreneur at heart and also caters to the business person,” Evans Manyonga - TBM Editor in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

## THE PUBLICATION HAS SEVEN BASE PILLARS:



## TRIBE BUSINESS MAGAZINE DISTRIBUTION

DIGITAL



760 000  
Digital footprint

PRINT



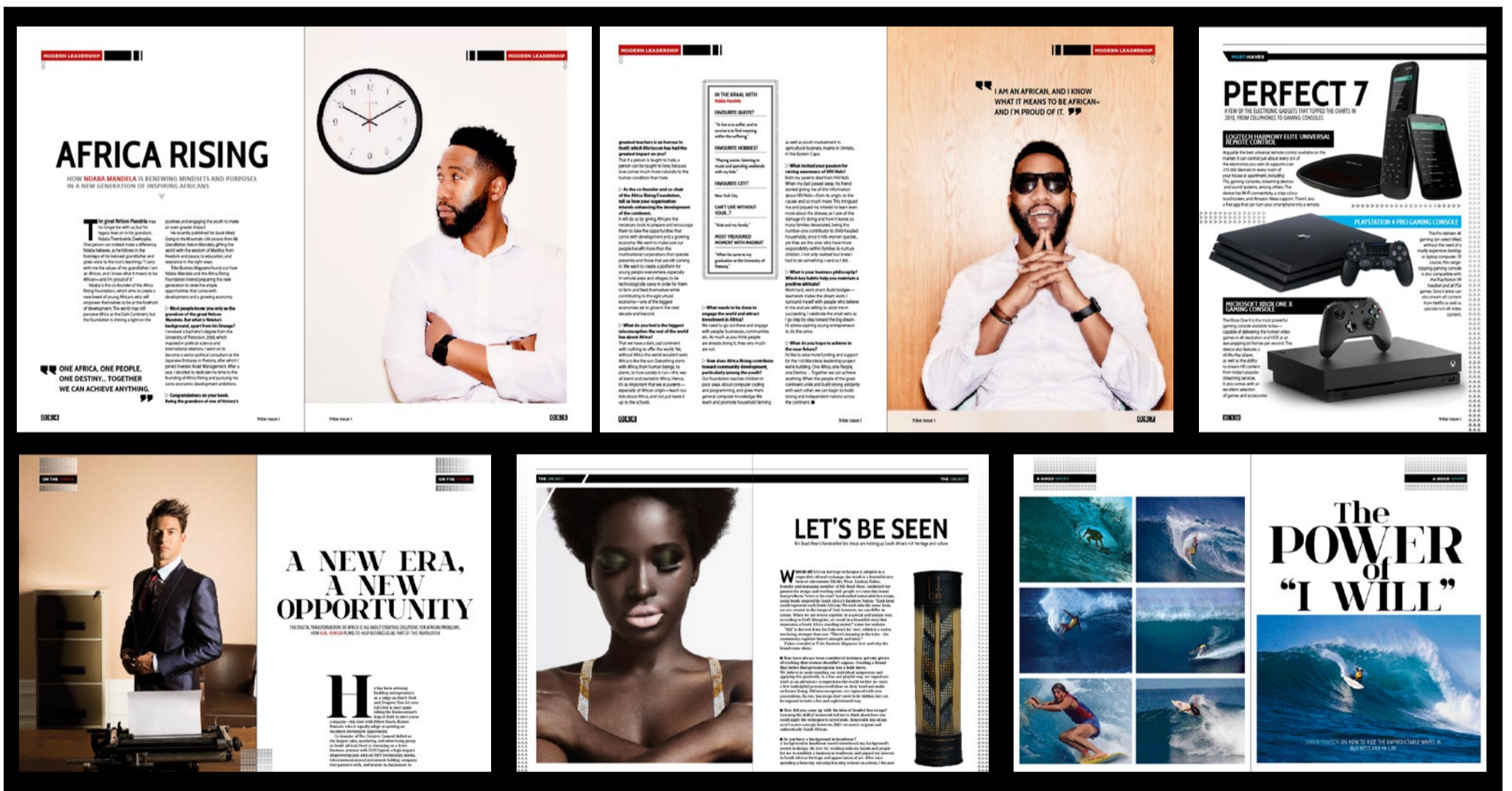
10 000 copies

- 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



### 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)

### EDITORIAL LIST

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



## 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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