

Umafrika publishers team up with The Natal Witness

The publishers of The Natal Witness this week announced a new joint venture between themselves and Ikusasa (Pty) Ltd, publishers of Umafrika.

The Natal Witness Printing and Publishing company produces a number of weekly titles and also prints, distributes and manages Ilanga, the country's biggest selling vernacular language newspaper.

The deal with Ikusasa will see directors Andy Stanton and Cyril Madlala working with the Witness in joint marketing and promotions ventures for all titles in the stable.

Piet le Roux, managing director of The Natal Witness said he was excited about the synergies presented by the new joint venture, particularly in the Nguni-language publishing arena.

According to le Roux, the possibilities for joint marketing "are enormous". "The joint venture commenced on July 1, 2002 and we look forward to a long and mutually beneficial association with Ikusasa," he said.

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