

***Management Today* extends global reach with app**

Since launching its iPad and iPhone app in March 2012, *Management Today's* global reach has extended with the number of downloads of the app passing the 16,000 mark.



"We realised that there is a global audience for business management information from Africa and the easiest way to make our content available globally was to get it on to both the iPad and Android tablets. The growth has been phenomenal," says publishing editor Alan de Sousa Caires.

The statistics prove how Eish Digital, through the global digital publishing giant Yudu, can make publications immediately available to thousands of readers across the world, with 36% of new app downloads for this magazine coming from North America, 31% from Asia and 19% from Europe. Africa, Middle East and South America are currently behind with 14% of the total downloads, but these areas are growing fast.

In Africa, the magazine has seen 45% of all app downloads coming from South Africa, with Egypt and Nigeria next highest with 16% each. "We have also had downloads from Angola and Congo, as well as Suriname in South America, which proves that people everywhere are now able to access the magazine and enjoy the content," adds de Sousa Caires.

A complete body of knowledge

"The digital platform not only allows us to reach new markets but also to add additional value to the pages through video content and our live social media feeds. We are currently adding all the back issues to turn our app into a complete body of knowledge for today's manager. We could not do this without the ongoing support of the Eish Digital team and the continual product development by Yudu," he concludes.

You can visit the *Management Today* magazine stand G5 this week at the HRD Expo in Sandton and see the iPad APP. For more, go to www.management-today.co.za or www.eishdigital.co.za.