

## MFSA's Journal of Marketing gets a future

South African publishing company Future Publishing has taken over the MFSA's Journal of Marketing. According to Associate Publisher Ros Modlin the title will be retained and the distribution database remains the same, but there are plans to expand distribution, including making the Journal available for purchase on the shelf.

"The content will be expanded to include the full spectrum of marketing issues - media, merchandising, packaging, point of sale, pricing, selling, PR, advertising, as well as strategic marketing. The objective is to offer marketing managers an in-depth look of all the pertinent components; a tool to make their work more effective," said Modlin.

The bi-monthly magazine will be getting a face lift, and a distinctly different February/March issue will hit the streets at the beginning of February 2006.

Industry guru Jeremy Maggs will be consulting to the team, with Chris Moerdyk acting as Consulting Editor. An editorial board that includes representatives and marketing gurus from all across the industry has also been put in place.

"It is our plan to merge Future Marketing with the Journal of Marketing to form one all encompassing marketing publication," said Modlin.

For more, visit: <https://www.bizcommunity.com>