

## Bizcommunity.com launches into Africa

After leading the South African business-to-business and online media in publishing daily news for the media, marketing and advertising community in South Africa, Bizcommunity.com is launching into Africa to provide our readers on the continent and advertisers with comprehensive and durable content country by country - adding to the 800 000 newsletters it already distributes monthly with SA-specific content in this industry.

Issued by [Bizcommunity.com](http://www.bizcommunity.com) 12 Mar 2007

Launching into the English-speaking territories on the continent to start with, Bizcommunity.com will on Thursday, 15 March 2007, go live with [www.bizcommunity.com](http://www.bizcommunity.com) in a total of 17 countries (including adjacent islands) that are deemed to be the prime movers in Africa north of South Africa. These are: Angola, Algeria, Botswana, Cote d'Ivoire, Egypt, Ghana, Kenya, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Seychelles, Tanzania, Uganda, Zambia and Zimbabwe. All of these countries have well developed communications and their advertising, marketing and media industries are robust and pro-active.

Bizcommunity.com MD Robin Parker explains: "Bizcommunity.com has been spectacularly successful in building a loyal southern African base of readers and newsletter subscribers to its comprehensive market offering covering 26 disciplines under the marketing umbrella.

"Up to 60 000 people choose to receive its newsletter on a daily or weekly basis. Bizcommunity.com send out a staggering 800 000 newsletters a month packed full of fresh and relevant information to marketers. The pressure to extend this service to the other African power zones where marketing is a mature function the economy has been on for years."

### Africa newsletters

Combining the best in specialist writers, daily commercial news updates and news from the vibrant African marketing arena plus a twice weekly newsletter, [www.bizcommunity.com](http://www.bizcommunity.com) will cover all of the critical areas of the continent using local talent and expertise to create relevant and beneficial information designed to support your marketing efforts.

Backed by an innovative launch strategy, the growth expectations of [www.bizcommunity.com](http://www.bizcommunity.com) growth are high. "We anticipate we will be the default read of choice on marketing for serious African marketers in short space of time," Parker predicts.

The new portal will build on Bizcommunity.com's already impressive penetration into the southern African market and, using the parent portal's tried and tested formula, will bring those wishing to do business with and within Africa a comprehensive offering of news and informative material on the continent's advertising, marketing and media industries.

### Gateway into Africa

Collectively and individually, the 17 countries targeted constitute ideal gateways into Africa. As [www.bizcommunity.com](http://www.bizcommunity.com) develops, so the country listing will expand until, ultimately, every nation in Africa and all the continent's adjacent islands will be featured on the site. Literally,

[www.bizcommunity.com](http://www.bizcommunity.com) will be the one-stop shop for information on advertising in Africa, marketing in Africa and media in Africa.

Apart from day-to-day news to keep visitors to the portal up to date with the latest developments in Africa in these industries, more durable material will cover the ins and outs of these industries in Africa, including research results, case studies and a plethora of authoritative and informative articles which, apart from providing information of great value, will also be a very good read, Rod Baker, who is in charge of aggregating Biz Africa with content, explains.

As the emphasis will be on quality rather than quantity, [www.bizcommunity.com](http://www.bizcommunity.com) will start life on a relatively modest scale, “but like an acorn it will grow into a mighty oak,” concludes Parker.

- **Essential links:**

Website: [www.bizcommunity.com](http://www.bizcommunity.com) (live 15 March 2007)

Content:

Sales:

- **Biz Most Read Award winners April 2026** 1 May 2026
- **Bizcommunity repositions for the future** 1 Apr 2026
- **#UnboxingDay 26 December! Win your year's presence on Biz!** 12 Nov 2025
- **Be Janu-READY!** 28 Oct 2025
- **BizTrends2026 | Heralding the holidays** 27 Oct 2025

[Bizcommunity.com](http://Bizcommunity.com)



Where 370 companies in 18 industries trust Biz Press Office newsrooms to publish corporate content, on Africa's indispensable B2B news media. **Enquire about a newsroom like this for your company on [sales@bizcommunity.com](mailto:sales@bizcommunity.com)**

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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