

Finance Week launches Tony Koenderman's Adreview

The first issue of Tony Koenderman's AdReview, a new annual on the advertising and marketing industries published in conjunction with Finance Week, will be launched at a gala event in Melrose Arch on May 6.

The AdReview Agency of the Year awards will also be presented at the function. Among the awards to be presented are the Pinnacle Award for the agency of the year, the Big Idea Award for the best multi-channel marketing campaign, and the Marketing Services Company of the Year award.

AdReview is a 120-page publication whose advertising support has exceeded expectations. "We think it's a good start and we'll be able to build on it for next year," says editor Tony Koenderman. "We aim to carve a permanent place in the marketing industry."

Despite the recent introduction of US legislation preventing the disclosure of financial information about American-owned subsidiaries, Koenderman says AdReview will contain a wealth of information about the industry that will be invaluable to analysts, students and marketers. "Our aim is to make this publication a source document on advertising and marketing," he says.

An Afrikaans edition of AdReview will be distributed with Finance Week's sister publication, Finansies & Tegniek, the first time such a magazine has been published in Afrikaans. The combined circulation of 29 000 will make it the biggest publication of its kind in SA.