



BECOME A RECOGNISED VOICE IN WORD MAGAZINE

Build authority. Expand reach. Own your vertical.



WHO WE ARE

A Small but Powerful Platform

WORD Magazine is a curated business and lifestyle publication featuring South Africa's most compelling entrepreneurs, leaders and thinkers. We currently host 17 regular contributors, each owning a dedicated vertical aligned to their expertise.

This is not open publishing. This is positioned authority.



HOW YOU CAN FEATURE

OPTION 1

Adhoc Contribution

- ✓ A once-off feature in a specific edition
- ✓ View our [Demographics & Rates Card](#)

OPTION 2

Regular Contributor

- ✓ Own a vertical and build sustained visibility
- ✓ Become part of our expert panel

WHY BECOME A REGULAR CONTRIBUTOR

Position Yourself Where Decision-Makers Read

- Establish recognised thought leadership
- Gain consistent quarterly exposure
- Align with respected cover features and contributors
- Strengthen your digital footprint with backlinks
- Maintain visibility without chasing algorithms

This is long-term authority positioning.



YOUR REACH

Your Voice Reaches Further Than You Think

- **Local Reach** 500,000+ local readers, followers and subscribers
- **International Reach** 4 million+ global readers across 120+ countries via [PressReader](#)
- **Extended Visibility**
 - [SA Ubuntu Foundation](#) network
 - [Amy Foundation](#) community
 - [Nickay Productions](#) media collaboration
 - [Monday Mahala](#) YouTube exposure
 - Cross-promotion within contributor ecosystem
 - Our [YouTube](#) and [Spotify](#) Channels

WHAT YOU RECEIVE

Your Turnkey Visibility Package

As a **regular contributor**, you receive:

- Dedicated feature in each quarterly edition under your very own themed vertical
- And, exclusivity to that theme (we won't include another theme/contributor that overlaps)
- Byline, profile and direct website links
- Professionally designed social visuals every quarter to use
- Regular social media promotion
- Listing on [Contributor Page](#) with backlink
- Inclusion on [Linktr.ee](#)
- Custom banners for your website and email signature
- Your quarterly article in pdf for upload to your website or LinkedIn Feature segment
- Quarterly short-form video script (should you want to record for your social marketing)
- 10% referral commission opportunity (on successful sign-ups of contributors, advertisers and paying covers/features)



Exclusive Contributor Ecosystem

All regular contributors provide a special offering to fellow contributors within the WORD network.

This creates:

- Preferential access to trusted services
- Exclusive discounts or value adds
- Collaboration opportunities across industries

A full list of contributor offerings is available on request. You are not just joining a magazine. You are joining a curated business network.

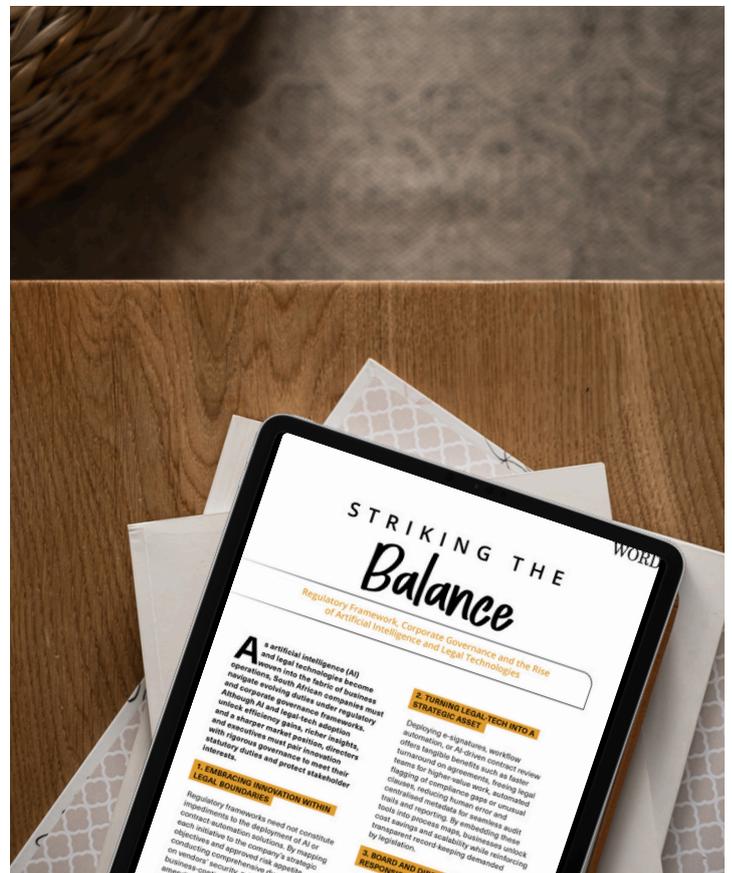
WHAT WE ASK OF YOU

A Strategic Partnership

To maintain the quality and credibility of WORD Magazine, we ask for:

- One written article per quarter
- A profile photo and short professional bio
- Website and social links
- A value offering to fellow contributors
- A monthly contributor investment of R3,000 (ex VAT)

This investment secures your dedicated vertical, ongoing promotion, design support and placement within our ecosystem. This is not a fee for space. It is a structured visibility partnership.



THE VALUE

Visibility Builds Trust. Trust Builds Business.

A regular contributor presence keeps your expertise in front of a curated business audience throughout the year.

Quarter after quarter. Edition after edition. Consistent presence. Compounded authority.

READY TO OWN *YOUR VERTICAL?*

If this aligns with your growth strategy, let's connect.

BOOK A SHORT DISCOVERY CALL OR EMAIL US DIRECTLY



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wordmag.co.za



WORD

PURE SOUTH AFRICAN