

REQUEST FOR SUBSCRIPTION and/or MORE INFORMATION

I would like to purchase the full **Media Image Survey Report**, which contains:

- The complete results of the Media Image Survey
- An explanation of the Methodology used for the Media Image Survey
- Detailed explanations of the data and results
- Further analysis of the Media Image Survey data by various experts

The price for the full **Media Image Survey Report** is R 9 000 (excluding VAT).

I am interested in learning more about my company's media performance and would like to purchase a **Detailed Media Analysis of my company** based on the Media Image Survey data. The analysis contains statistics and trends about the media reporting from January to December, 2003, and is tailored to the industry and topics specific for each individual company. The price for this **Detailed Media Analysis** is R30 000-00 (excluding VAT).

I would like to subscribe to the quarterly **Media Tenor International Research Report** for the period of one year (four editions) at the cost of R200-00 (excluding VAT). I can cancel my subscription four weeks before the end of the year; otherwise the subscription is automatically renewed for a further one year period.

Please include me in your newsletter/press release update.

Please keep me informed about further Media Image Survey activities, such as workshops.

I would like to know more about the services of Media Tenor, Idea Engineers and Axius Publishing: please contact me directly.
(Information on these services can be found on the next page)

Date, place:

Signature:

Company:

Position:

Name:

First name(s):

Postal address:

Code:

Phone:

Fax:

Cell:

Email:

P.O. Box 26493, Monument Park, Pretoria 0105

Tel: (012) 346 64 22: Fax: (012) 346 44 36

Web: <http://www.mediatenor.co.za>, Email: infos@mediatenor.com

Media Tenor's Services

Media Content Analysis

Content analysis is a *systematic, verifiable and objective method* to determine form and content of text and other media.

It allows to research into:

- How much coverage individual media devote to politics
- What the share of policy versus non-policy coverage is
- Which issues are of particular interest to the media
- How individual industries or companies are depicted in the media

External Communication

Marketing Impact Analysis Add-On:

As an add-on to Media Tenor's Strategic Media Analysis, this service shows the direct impact of a marketing campaign on the external image of a company.

- Monthly client specific advertising/marketing data analysed
- Comprehensive report on a comparison of advertising spending as related to editorial coverage added to external communication report.

Internal Communication

A. Internal Communication Analysis:

- Identification of external/internal communication weaknesses/gaps
- Identification/analysis of internal communication structure
- Identification of internal communication weaknesses
- Identification of causes of communication weaknesses
- Comprehensive solution formulation (ex. skills development)

B. Media Training:

Interview Prep, Public Speaking Prep, Crisis Management

idea engineer[®]s

Idea Engineers is in business to do one thing – to grow yours.

Idea Engineers believes great brands are built by a differentiated strategy, a strong reputation and an experience that lives up to the brand promise.

The brand and reputation consultancy helps companies enhance market share, profitability and customer loyalty by managing and protecting an organisations' most valuable asset: its brand.

Idea Engineers marries three disciplines for accelerated growth:

1. **Brand strategy** – Creating differentiated strategies that are taken from thought to implementation to enhance bottom-line growth.
2. **Reputation growth** – Growing credibility and trust for corporations by building their reputations.
3. **Brand experience** – Marrying the brand and business to ensure consistently compelling brand experiences.

Founded in 2002, Idea Engineers has enjoyed rapid growth with clients that include UUNET, Super Group, Clarins, Gold Reef City, Nashua Mobile, Consology, Valvoline, the South African Post Office and Acceleration. Idea Engineers is situated in Woodmead, Sandton.

More information on Idea Engineers is available at www.ideaengineers.co.za.

Build your brand and reputation – call Idea Engineers on +27 11 802-8331 or speak to:

Brand/ Janice Spark
Cell/083 377 4179
Email/janice@ideaengineers.co.za

Reputation/ Mandy de Waal
Cell/082 557 9190
Email/mandy@ideaengineers.co.za

Axius Publishing's Services

Axius Publishing was established as an executive information provider to address the knowledge requirements of South Africa's multidisciplinary professionals. Whilst its core product is a quarterly journal, the company is also positioned as a "knowledge beacon", with interactive sessions such as round tables, seminars and forums. Principally this is because Axius's strategy from the outset is to use the journal as a custom publication to build and own a highly influential C-level community comprising high net-worth individuals.

The Journal for Convergence focuses on the integration of the best contemporary thinking from the indaba (government executive level), boardroom (business and private enterprise executive level), coalface (practical level) and ivory tower (academic level), and reflects a holistic approach to understanding the critical government, business and management, and societal issues facing governments, state-owned enterprises and private firms in emerging, economies. It applies context to the challenges and opportunities of conducting business in high growth economies against a backdrop of globalisation.

Axius's value proposition for print and event properties alike is the aggregation of global thought leadership contextualised for South African executives. The company provides environments that satisfy the need of executives for in-depth knowledge and also creates opportunities for them to connect with their peers.

This is achieved by means of print (annuals, custom and quarterlies); on-line communication; interactive sessions (Think Tanks, seminars, consensus meetings, focus groups); the Age of Innovation and Sustainability Awards in partnership with DPSA's Center for Public Innovation; and now the Media Image Survey in partnership with Media Tenor and Design Engineers, incorporating half-day workshops on media image and media reputation growth.

If you would like to be contacted with regard to:

1. Subscribing to the Journal for Convergence at a cost of R280 per annum (magazine only) or R 535 per annum) including INET Bridge's Biz Foundation Membership.
2. Workshops on media image and media reputation.

Please contact Sheenagh Levy at Axius Publishing:

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