

Content Calendar

We cover media agencies, media owners, advertising, journalism, TV, radio, out of home, newspapers, magazines, social media, digital media, media education, media research.

Week 1:

Monday	Five in five. Five fast questions on an issue, a person, a campaign
Tuesday	Newsletter, Guest column / thoughtleader 1
Wednesday	Media Mentor. Experienced pros give advice, readers send in questions
Thursday	Newsletter, Media Moves, Chris Moerdyk
Friday	World of Media Weekly wrap of global media news, including cinema
Regulars without slots	Name TBD: Interviews with youngsters. The work, the trends, their views on media

Week 2:

Monday	Behind the brands. The people behind SA's brands
Tuesday	Newsletter, Guest column / thoughtleader 2
Wednesday	The Hotseat. Standard Q&A with a recent appointment
Thursday	Britta Reid
Friday	World of Media: Weekly wrap of global media news, including cinema
Regulars without slots	Media madness: Ask readers to send quirky things they've spotted

Week 3:

Monday	Insights. Research driven content.
Tuesday	Newsletter, Guest column / thoughtleader 3
Wednesday	The CEOs: Profile the CEO, the business, the strategies
Thursday	Chris Moerdyk
Friday	World of Media: Weekly wrap of global media news, including cinema
Regulars without slots	Media by the numbers: Research, facts, stats

Week 4:

Monday	Sales stories/tips, Strategies, Advice
Tuesday	Newsletter, Guest column / thoughtleader 4
Wednesday	The strategists and the Planners: Profile that strategists and planners. Get their insights. Thought leaders
Thursday	Britta Reid
Friday	World of Media: Weekly wrap of global media news, including cinema
Regulars without slots	Poll or the week to canvas opinions. Video vox pops on media issues.

Contact us: