

Bizcommunity.com launches Biz Trends 2015

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Bizcommunity.com has teamed up with specialist industry editor and columnist, [Louise Marsland](#), to bring you a comprehensive, curated, thought-leadership perspective on trends and consumer insights for 2015 for the media, marketing and advertising communications industries in South Africa and the continent.



Biz Trends 2015, in association with TRENDAFRICA.co.za, aims to be the definitive guide to issues influencing the media and marketing industries in our region. The curated reports will be published early January 2015 across all media touchpoints: from the website, Bizcommunity.com, to printed products with a targeted distribution, a mobile app, downloadable digital magazine, printable PDF, radio and video support, as well as events. It will include research, interviews and trends from local industry leadership, research houses and relevant international channels.

The audience targeted is 500,000 readers, comprising total Bizcommunity.com readership locally and internationally across our portals and social media; offline media partnerships; events and other industry partnerships.

Marsland launched annual trends on Bizcommunity.com a decade ago when she was the then Editor, and has specialised in reporting on trends in the industry through her weekly [trends column](#) on Bizcommunity.com and her own site, TRENDAFRICA.co.za. She produced a special annual trends edition as Editor-in-Chief of *AdVantage* magazine, and in 2014, produced and edited a digital magazine on 2014 trends into consumer insights, published on TRENDAFRICA.

Bizcommunity is delighted to be collaborating with Louise Marsland again, she has always had a great chemistry with the Biz brand and is undoubtedly one of the foremost authorities on B2B and content marketing in South Africa.

For more information please contact trends@bizcommunity.com.



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