

Zim: Ad agency launches monthly magazine

Advertising agency, Axa Corporate Images, has launched a monthly, advertising-only magazine called *Necessity Magazine*.

By [Dumisani Ndlela](#) 29 Jul 2009

Editor-in-chief, Cindy Miller, said the magazine would cater for advertising needs in an economy trying to make a turn from a decade-old economic crisis. It would have an initial distribution of 10,000 copies through a distribution deal with a circulating newspaper, and an estimated readership of 50,000, said Miller.

Zimbabwe's advertising industry had stagnated due to an economic crisis which ended with the ditching of the local currency after the formation of the inclusive government in February this year.

Companies had slashed advertising budgets and somehow stuck to their old advertising campaigns, with very few launching new advertising campaign projects.

But Miller said the economy had stabilised and companies had to scale up advertising campaigns to push their products through in a market currently dominated by imports.

“Advertising has always been important as it brings about brand and price awareness of goods and services in all sectors across the board. Now that our economic situation has stabilised, consumers now have freedom of choice - which brands to buy, where to buy and how much to pay,” said Miller.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.
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