

Capital is a mozambican magazine that is dedicated exclusively to economic information. In November 2016, it reached its 100<sup>th</sup> edition and nine years of monthly publishing news, dossiers, studies and analysis. Its long journey reveals a concern to meet the expectations of its readers.

#### BRAND VALUES

The Capital brand, owned by Mozmedia company assumes a distinct position in the market as it produces information that generates knowledge for entrepreneurs, business owners, investors, consultants, academics, analysts and opinion leaders. In essence, the mozambican magazine - a publication specializing in Economics and Business - does not seek only to inform, but also to train and guide their readers for the implementation of projects, giving a real perspective of the country and the world.

As that, their readers have a credible brand which reflects values that pass through the defense of specialized information, a good knowledge of the market and a proactive networking. The Capital magazine knows that there is more than just being a Superbrand, we need to maintain this status and above all, honor it.

And that it is a position assumed as a team with an eye on the market and the other on the product where quality is a vital and transversal issue. The quality of Capital magazine is based on the production of content of public interest, objective and rigorous. At the same time, the publication wears a modern guise or an attractive graphical design.

As an economic information brand, Capital deals with numerous other brands who owes its greatest respect, through advertising or concluding partnerships. Brands that rely on the magazine to increase their own levels of identification, loyalty and awareness.

#### MARKET

When Capital began the publication in 2007, the market for which it was intended - Mozambique - was still open and did not involve direct competition. Today, even though expecting some competition, the market that Capital takes is a large part, because the magazine has gradually a large portion of readers because it makes use of distribution channels out of the ordinary such as airplanes, buses, events, VIP rooms, bank offices, etc.



#### COMMUNICATION

The Capital magazine has strengthened its image in the media above the line with an approach that goes more to inform than to publicize or promote. The advertising

campaigns that made so far on TV have had in mind the magazine's own core: to inform. Therefore, the strategy followed by the Capital is to advertise the information, and the ads function as the mirror of each

issue. At the same time, and a bet on the bellow the line, the magazine's team has been participating in prestigious events and initiatives which share a strong connection to the economic environment.

#### PRODUCTS AND FUTURE DEVELOPMENTS

In the future, Capital demands strategically to reach a broader target and deliver solutions tailored to the expectations of an audience not only national but international, and its investment in a bilingual version, more specialized subjects and digital platforms, ensuring other communications media.

Currently, its ITs team is implementing a content management system, which is more modern and tuned with the current digital platforms.

The main goal of Capital is to gain a wider audience and finally to complement the conventional distribution of the magazine through online marketing tools and to spread the lettering (CAPITAL) over the world.

The team wants to make the Capital as a reference source of the Mozambican information market from anywhere in the world.

#### COMPETITIVE ADVANTAGES

Always with the focus directed on their readers, points out the great achievements: the loyalty of the audience, the ability to adapt the brand to the market and the public recognition by their peers.

For the delight of the team, since 2008 the magazine is one of the strategic partners of Mozambique Fashion Week - a Mozambican international movement crop dedicated to Fashion. And in 2013, besides Capital being distinguished as a Superbrand, also wins a design award in October at the Best Media Awards competition. In addition to recognition as prestigious magazine, the Capital has excellent relations with organizations linked to the economic area and has a good range of experts in its portfolio of chroniclers and interviewed.

#### 2007

Start of the Capital magazine activity through the setting up of a holding company created by Mozambican businessmen. The project mentors wanted to develop a social communication way to disclose news about business and economics.

## UNKNOWN FACTS

In response to technological challenges and driven by the need to have their own online platforms, Capital magazine chose in 2014 to create a web page with the link: [www.revistacapital.co.mz](http://www.revistacapital.co.mz), as well as a mobile app for Android and iOS. On the other hand, also it not excluded its presence in the world's largest social network, Facebook.

These platforms have been the main vehicle for the dissemination of daily information, with news of national and international interest. This activity takes place more on the Facebook page. And the Capital also uses the social network Instagram, and disseminates information in order to gain more attention and interest of readers.



#### 2009

Expanding its team of journalists, photographers and designers and increases its number of pages and its range of items, with expert opinions.

#### 2011

Capital celebrates a partnership with the Portuguese business daily newspaper OJE, which provides content exchange of the "Investing in Mozambique" issue.

#### 2012

The journal become bilingual in July, containing a version in Portuguese and other in English.



#### 2013

Capital promotes its rebranding and wins a prize in the Best Media Awards. It is also sacred a Superbrand of Mozambique.

#### 2014

Performs a academic nature events, with the participation of expert speakers in Economics and Finance (Capital Business), in partnership with the National Student Union (UNE).

#### 2016

The Mozmedia and Jumia Deals unite efforts for the promotion and dissemination of capital all over the world, through an online technology platform.