

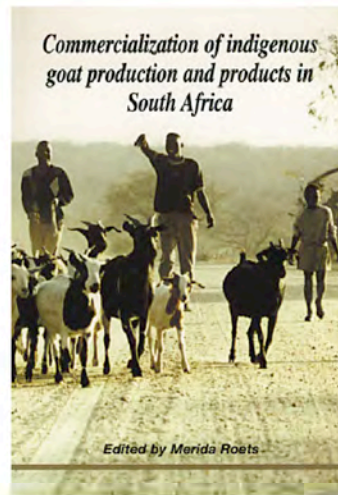
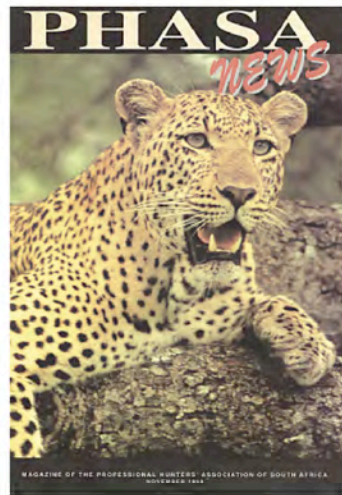
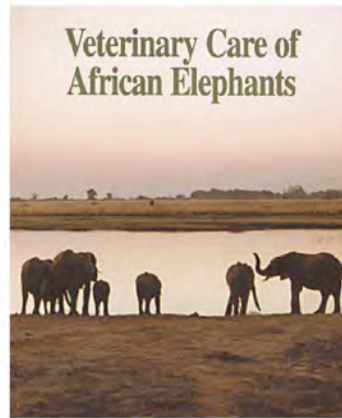


WEST PUBLISHERS

Prospectus



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EXECUTIVE SUMMARY

ADDING A NEW DIMENSION

There is a strong trend internationally to the integrated use of complementary media such as traditional print, electronic media, the Internet, e-mail, CDs and DVDs and interactive database publishing to add value to the total communication process.

This document shows how the various component media can be combined to add a new dimension to the communication process and thereby to your business by building increased customer loyalty and generating additional profits.



West Publishers
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Introducing



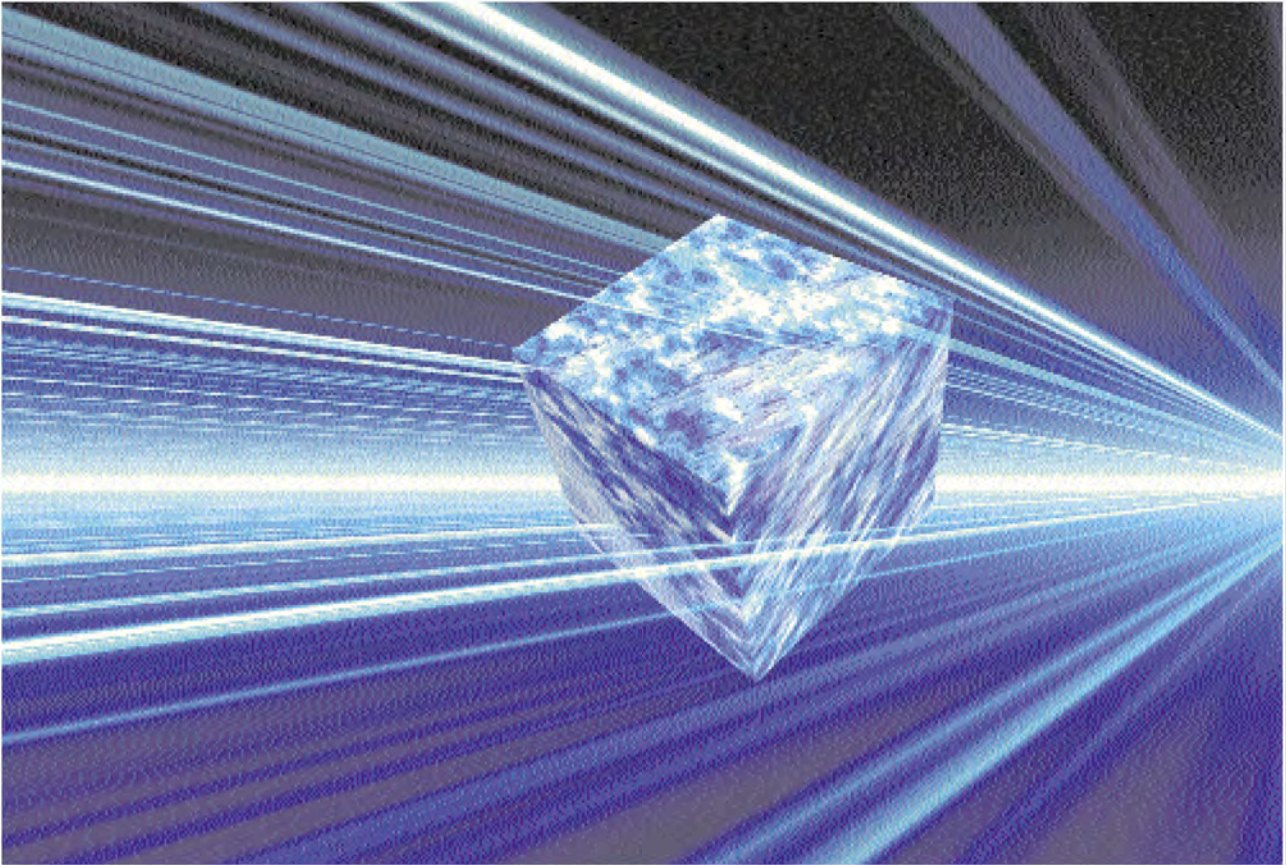
In 1986 our parent company was appointed by the S.A. Veterinary Association to provide general management services and, *inter alia*, to publish the Association's monthly magazine. At the time, the local representatives of Apple Computers were also our clients and they were introducing the new generation computers running desk-top publishing software. These systems were used to design and publish 'VetNews', the first magazine (in 1986) in South Africa to be produced on dedicated DTP workstations — systems which later became the standard in the printing industry world-wide.

With our technological expertise and a well developed fine art and design sense, we focused on print management and publishing services, culminating in the launching in 1990 of our propriety publication **STRAIGHT25**, a leisure magazine aimed at the top-A income group of business leaders and professional people in South Africa. It featured activities such as clay pigeon shooting, fly fishing, drag hunting and horse trials (hence the name **STRAIGHT25**, which is a clay shooting term for Excellence). The magazine reached a managed circulation of 20,000 before it was discontinued.

Due to increases in paper prices, the emergence of the Internet and new concepts in global communication, West Publishing was established to enhance the classic print publications of our clients with Internet-based media and database publishing. As the need for multi-media tools, presentation programmes and interactive communication exploded, West Publishing offered this to our clients too.

Today, West Publishing is a professional print and multi-media publishing company. We deliver the highest quality work and service to our clients to ensure that their communication and marketing tools remain cost-effective and powerful. We produce fine quality work at competitive rates, saving our clients time and money so they can focus on what they do best!





Mission Statement

- To add new dimensions to the communication programme of our clients by print and multi media publishing;
- To enhance the strong brands and the corporate networks of our clients to stimulate customer loyalty and to build bigger and better audiences by providing a strong marketing platform in support of current marketing programmes;
- To produce high quality publications and effective communication programmes to enhance and expand our clients' customer base. To combine and merge the various communication media of our clients into a powerful and integrated holistic programme;
- To provide excellent personal service, 24 hours per day 7 days per week, (on request)
- To produce high quality publications

The Publishing Industry: Background Information

The print magazine industry has been influenced to a very large extent by four factors of critical importance:

1. The price of paper
2. The impact of technology (electronic media, multi-media, the Internet)
3. Competition from overseas publications
4. The globalisation of markets

These led to the development in the market of more specialized editorial content aimed at niche audiences. Niche publications, aimed at very specific reader profiles, showed strong growth and were able to compete successfully for advertising expenditure. By contrast, generalised mass publications experienced a slowdown in growth and a static share of a shrinking ad-spend market sector, compounded by tough competition from overseas publications in the market place due to the softening of trade barriers and import duty on publications.

The unprecedented growth of the Internet has diverted substantial audiences away from TV but not from newspapers. The ad-spend in 2000 on the Internet was \$8 billion in 2000, according to PricewaterhouseCoopers. This trend is accelerating in the broad-band sector, which enables the powerful new concept of Webcasting. Nevertheless, experience has shown clearly that the dominant media ventures of the future are being built on the successful integration of TV, print, the Internet and personalised e-mail messaging.

The effects of globalisation mean that the boundaries between national markets are disappearing and that international markets are becoming more important. South African organisations will face increasing competition in open world markets and even in our home market.

West Publishing constitutes an important step in this new direction of business development of complementary media.

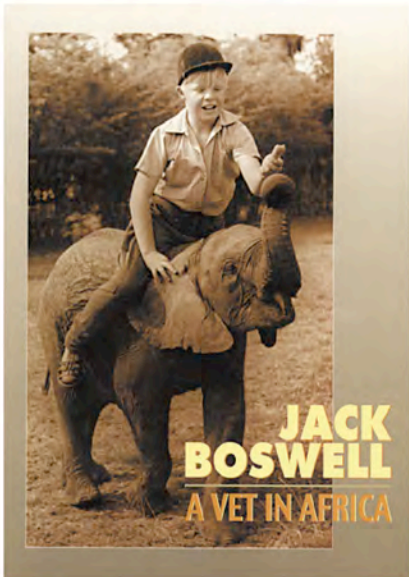
Services offered

- Publishing & contract publishing
- Multi-media publishing
(i.e. presentations, DVDs)
- Digital Video editing & production
- Image Digitising
- Printing & production management
- Corporate Identity Concepts
- Annual reports
- CD & DVD archiving/burning
- Database design and publishing
- Digital image editing
- Conventional & Digital Photography
- Desk Top Publishing / Layout
- Brochures
- Image bank of 60 000 photos
- Audio to MP3 conversion
- Website development and design
- Website registration
- QuickTime video streaming for Internet use (movie clips for your existing website)
- Copy writing services
- Proof reading services
- Advertising conceptualising & design

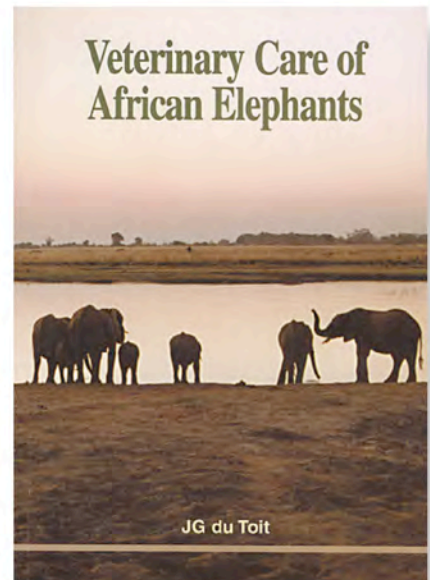
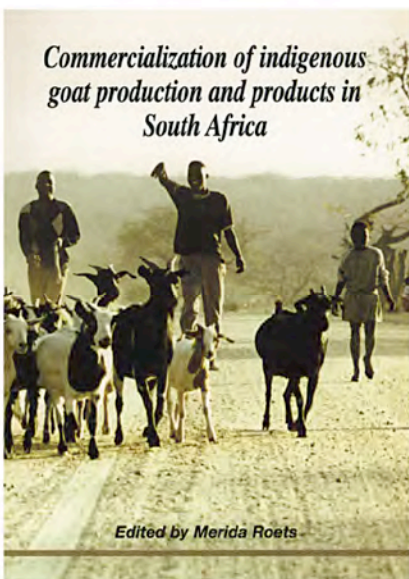
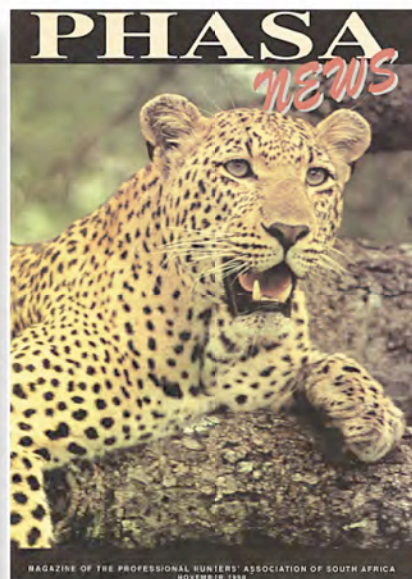


ADDENDA

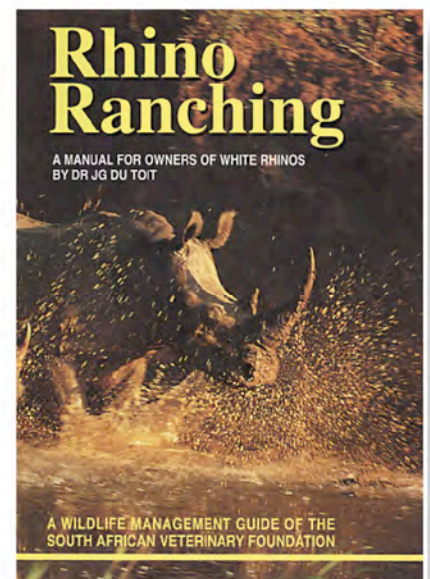
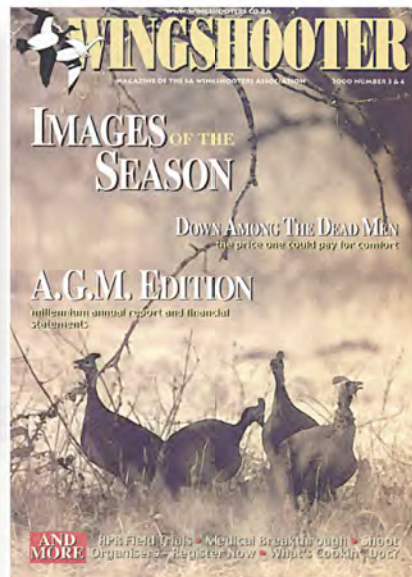
- Examples of other publications produced by West Publishing
- List of Customers (on request)



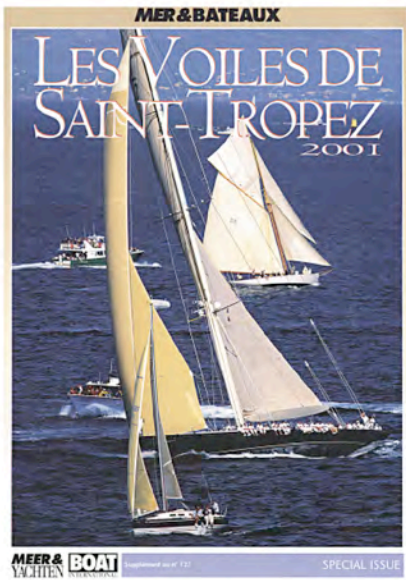
A5 Book – Private

Annual Report – for CINDEK
(University of Pretoria)A5 Book – for SAVF
(SA Veterinary Foundation)A5 Book – for ARC
(Agricultural Research Council)

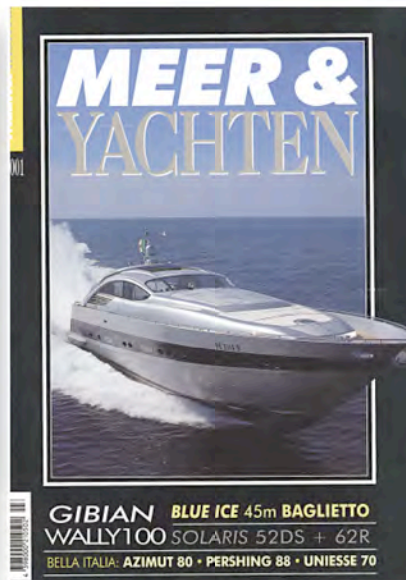
A4 Magazine – for PHASA

A5 Book – for SAVF
(SA Veterinary Foundation)A3 Newspaper – for SCI
(Safari Club International)A4 Magazine – for SA Wings.
(SA Wingshooters Association)

A4 Magazine – Own Publication



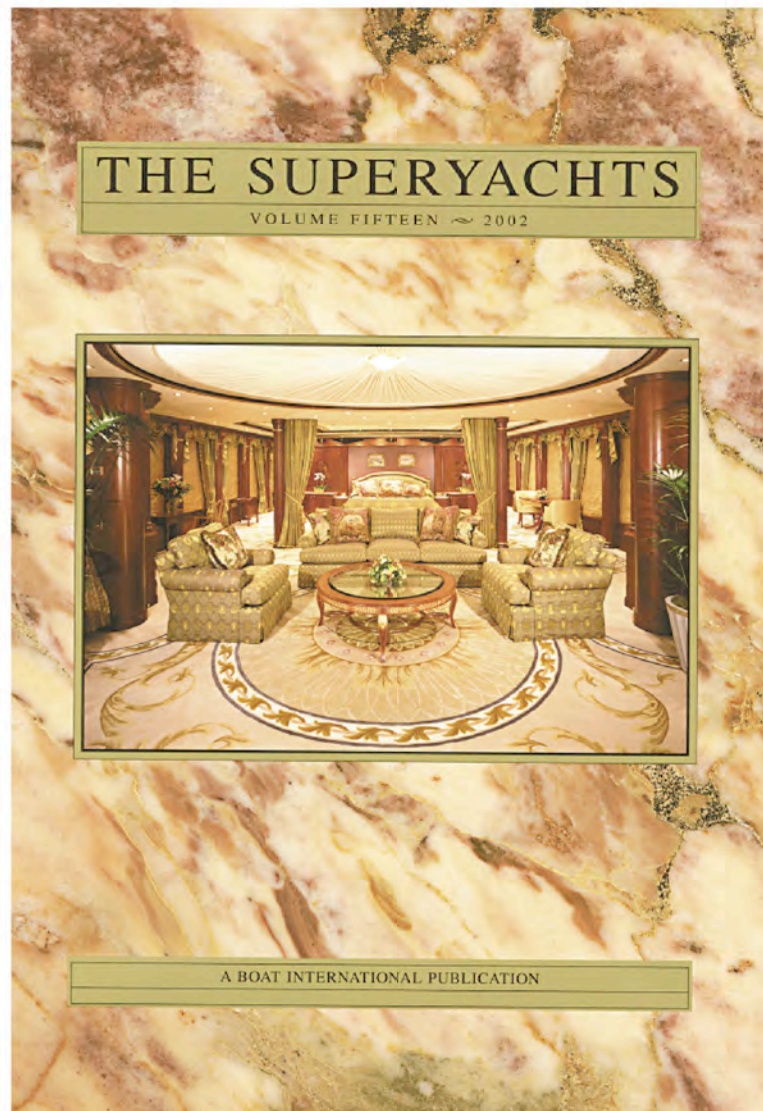
A4 Magazine – Boat International,
U.K.



A4 Magazine – Boat International,
U.K.



A4 Magazine – Boat International,
U.K.



A4 400 page Coffee table book
– Boat International, U.K.





A4 Magazine – CEO Magazine
South Africa



A4 Magazine – CEO Magazine
South Africa



A4 Magazine – CEO Magazine
South Africa

References & Customer list available on request.

Thank you for your interest.
Wir sprechen natürlich auch Deutsch.