

THE **gapp**®

graphics advertising print packaging



**THE PULSE OF AFRICA'S
PRINT, PACKAGING
AND SIGNAGE SECTOR**

FLEXO SIGNAGE
LITHO DIGITAL LARGE-FORMAT
FINISHING GRAPHICS
GRAVURE PACKAGING

THE ONE
BRAND
THAT COVERS
IT ALL

www.thegapp.co.za

Welcome to The GAPP

The GAPP is the media voice of the industry that covers Graphics, Advertising, Print & Packaging. It is the largest media, marketing and communication brand in Africa that speaks to the Printing, Flexographic, Packaging, Signage, Finishing, Advertising and Graphics industries.

The GAPP brand speaks to you wherever you are with multiple touchpoints including:



The GAPP Magazine

The GAPP Magazine reaches key decision makers in the industry and is the premium industry publication, which boasts top level editorial content that is complemented by a sophisticated look and feel. With editions for Southern Africa, East Africa and West Africa, The GAPP Magazine is available in print and electronic formats.



The GAPP Contacts

Taking away the guesswork in finding the best supplier for your needs, The GAPP Contacts is the most comprehensive directory of suppliers, which is categorised according to the products that you wish to purchase, linking you to the best possible companies. The interactive website allows your company to submit online requests for quotes and your prospective suppliers are then able to contact you.



The GAPP Online e-Newsletter

Keeping our audience abreast with the latest developments, The GAPP Online is a fortnightly electronic newsletter that is mailed out to key decision makers in the industry. Incorporating highly informative and educational content, breaking news and banner advertising, our cutting-edge technology connects you to this sector.



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Our website is your link to The GAPP Brand from wherever you are. Access our News section, which is updated regularly to bring you the latest happenings in the industry. Browse Classifieds, where you won't miss out on great deals on equipment and consumables or find your newest recruit. Download, view or share the latest copy of The GAPP Magazine using your desktop, tablet or mobile device. The GAPP website is your online portal to the industry.



The GAPP Print Expo

The GAPP Print Expo, co-located at Propak Africa attracts an excess of 14 000 people on average, making it one of the largest trade shows, by attendance, on the African continent. This equipment and supplies exhibition is Africa's essential forum for the printing, packaging, signage and graphics industries. Imagine interacting with hundreds of key decision makers in a buying frame of mind, across 4 days, in one venue. That's what you can experience at The GAPP Print Expo.



The GAPP Awards

Celebrating excellence, The GAPP Awards is the only awards event for the South African Print Packaging and Signage sector, which gives recognition to the country's crème de la crème. This prominent event is highly inclusive and open to all industry players, with over 60 categories encompassing print in all of its aspects. Acknowledgement as a winner by our esteemed panels of judges brings prestige, is a source of company pride and serves as a great self-promotional tool to attract new clients.



The GAPP Forum

The GAPP Forum is a content-rich, educational platform aimed at senior decision makers in SA.

Robust presentations bring industry issues and global trends to the fore. We connect you to global icons, business leaders and educational specialists, covering all aspects of leadership, management and business trends. Gain the necessary insight to better navigate your way through the ever-evolving world of business.



THE GAPP DIGITAL TV

Producing high quality digital videos, The GAPP Digital TV reports on client installations, functions and investigative journalism. These informative videos are broadcast on The GAPP website and our social media platforms. The offering includes filming, editing and logo animation as standard.



The GAPP Village

Giving back to the community that serves the industry, The GAPP Village attempts to strengthen this sector from within. The GAPP brand makes a difference by utilising The GAPP Village to connect those in need with those who can help. We highlight the necessities of the community and acknowledge industry heroes. Making a positive difference in our village today builds a stronger and more prosperous city tomorrow.

The GAPP brand has the largest reach in Africa. The GAPP Southern Africa covers all nine provinces of South Africa as well as Namibia, Botswana, Zambia, Zimbabwe, Mozambique, Swaziland, Madagascar and Mauritius. With offices in Nairobi, Kenya, The GAPP East Africa covers Kenya, Uganda and Tanzania, while The GAPP West Africa covers Nigera, Ghana, Senegal, Benin and Cameroon.

The GAPP truly is the one brand that covers it all throughout Africa. If you can print it, on it or with it – The GAPP covers it.

THE ONE BRAND THAT COVERS IT ALL

The GAPP Brand reaches key decision makers in the Printing, Packaging, Signage, Graphics, Advertising, Corporate and FMCG industries. With the largest reach, this internationally distributed publication offers an excellent return on your advertising investment, delivering measurable results by connecting you to your industry.

Incorporating highly informative and educational content and breaking news, our cutting-edge technology enables you to communicate with the reader on a platform of their choice.

The pulse of Africa's print, packaging and signage sector.



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