

## 77: Content marketing in print and The Bookmarks

Join [Biz Takeouts Marketing & Media radio show](#) host Warren Harding tomorrow, 7 November, from 9am-10am on [2oceansVibe Radio](#) as he chats to Lisa Visser of John Brown Media and Nikki Cockroft of The Bookmarks 2013. [\[twitterfall\]](#)



### Lineup

- *In studio guest:* Lisa Visser, group account director for John Brown Media SA ([@johnbrownmedia](#))
- *Skype guest:* Nikki Cockroft ([@nikkicockcroft](#)), chair of The Bookmarks Awards ([@TheBookmarks](#)).
- *Show host:* Warren Harding ([@bizWazza](#))

- *Discussion topics:* We speak to John Brown Media SA's group account director, Lisa Visser to find out how her clients use branded magazines to attract and retain customers.
- Also on the show is Nikki Cockroft, Chair of The Bookmarks 2013, and we find out more about what's happening at this year's event.

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizcomWazza](#) using #biztakeouts
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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