

COMPANY PROFILE

Tik Tok is a lifestyle, business, entertainment, beauty and fashion magazine. It's a facet of Tik Tok Company Limited that was incorporated in 2015 and was an online magazine until its registration in December 2016.

The owner of Tik Tok is a former journalist with years of experience on the field. Tik Tok's team is an ensemble of dedicated and experienced writers, editors, photojournalists, graphic designers and creative writers; each with years of experience on their field.

Tik Tok has been online since 2013 and has a monthly blog viewership of 15,000. Projected distribution for the first editions are at 3,000 copies in 7 regions across the country. Distribution points have been identified at **Airports, Train Stations, Hotels, Tours offices, Street vendors** and outlets are ready to operationalize.

Tik Tok Content

Tik Tok envisions to be trendy and on top of the current issues and style thus '*Trends O'clock*'. Tik Tok has writers and editors who cover the following topics:

- *Business*
- *Lifestyle*
- *Beauty*
- *Entertainment*

Designed content carries both local and International stories to cater for a wide range of audience and meet the demand of different audience segments. All the content is curated and contextualized to reflect the audience's lifestyle in all social classes. Tik Tok brings the reader closer to new experiences, adventures, information and exciting opportunities to lead an exciting life.

Hard topics as well as tips on personal development, hot spots, technology and new discoveries are some of the reflected within Tik Tok magazine.

Marketing strategy

Tik Tok has been an established marketing planto ensure its sustainability in the market. Noting the competition in the market and the increasing demand for delivering news fast and timely, Tik Tok combines the use of both traditional and social media in providing teasers prior each issue's release.

Tik Tok' market strategy ensures its clients' value for money. It is well priced and will be the only multi-dimensional magazine with variety of topics covered objectively and creatively.

Target audiences

Tik Tok targets middle and high class readers, men and women, 20 to 45 who are financially independent and can read English and enjoy the Swahili content as well.

What's Tik Tok niche?

Tik Tok is registered, will be available online as well as in hard copy. Tik Tok is packed with professional writers, creative designers as well as photo journalists.

The magazine has 100 pages of infotainment and perfect images which readers will have access to. These allow readers to provide immediate feedback through online platforms.

Noting the ability of images to attract readers, Tik Tok has invested in the best photographer to ensure quality, professional and eye catching images become part of the brand.

Free copy

The First edition of Tik Tok was free. First edition marked the entry of Tik Tok into the market and Introduction of the hardcopy magazine to the readers.

Current Clients

Tik Tok has 40 pages for advertising and promotional articles at different rates depending on placement. Tik Tok will be able to continue with production of free copies when it secures 30 pages' worth of adverts.

The current list of Tik Tok's clients can be found below:

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|-----------------------------|---------------------------|
| 1. Asas Dairies Limited | 6. Twiga Connection Tours |
| 2. Sunset Hotel | 7. King D Hotel |
| 3. Gentle Hill Hotel | 8. Mambo Sasa Hotel |
| 4. Old Skul Cafe | 9. Timeless Salon |
| 5. Peleka Delivery Services | |

Tik Tok magazine is a great platform for you to reach your target audiences!

Join our client's list now! Call **0743 73 33 29** or email us tiktokmagazinetz@gmail.com

"Trend O'clock"