

Investment magazine launched for financial industry

The first edition of *INVESTSA*, a specialist investment publication aimed at South Africa's financial planning professionals, will be out in July 2010. Published by Cosa Communications, a boutique publisher of print and electronic media, it will initially be housed within *RISKSA*, an intermediary publication.

It has assembled a strong editorial team, headed up by editor-at-large, Shaun Harris, a financial journalist with extensive experience on the some of the country's biggest business publications, including *Finweek*, *Financial Mail* and *Sunday Times*.

RISKSA reaches over 7000 of the country's top brokerages and is said to be read by over 20 000 intermediaries every month, a significant percentage of whom offer financial planning services to their clients. In addition, the new title has also added several hundred of the top financial planners to this readership base, which will ensure that it is a key broker communication channel for the financial services industry.

Latest investment news

Andy Mark, publisher and editor in chief, says the increasing complexity and range of investment products and services providers in South Africa, along with the stricter intermediary engagement guidelines, has made it extremely challenging for financial planners to keep up with the latest developments in the industry. "The magazine aims to address these challenges by providing the best and latest investment industry news, insight and commentary in a manner relevant to the financial planner in South Africa today."

He says the need for well-educated financial planners has never been greater, given the poor levels of savings in South Africa. "It is up to financial planners to bridge this gap by educating people, so it is crucial that they can access a source of relevant and credible investment information."