

NUMBERS CMYK LIMITED (Print Intelligence)

What business are we in?

NUMBERS CMYK LIMITED (with its sister company in South Africa - NUMBERS CMYK SIGNAGE & PROJECTS CC) is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".

We pursue this objective through our various print research/ statistics, feasibility studies/ reports, print survey, print management software, print directory, print exchange programme and most importantly print publishing with our flagship – **WHERE To Print** – West Africa's first and only research-based authoritative print magazine.

To achieve our aim of providing printers and print investors quality research-based information, we network with world renowned print publishing organisations such as Practical Publishing, South Africa – publisher of Practical Signs & Display and other publication likewise organizer of Sign Africa, Sign Craft Inc., USA – publisher of SignCraft and other print and print-related publications, and SANSA – the South African National Sign Association.

Why WHERE To Print?

WHERE To Print is for those print users who daily ask the question that begins with the word: WHERE? They can be print buyers who desire special effects on their prints; or printers who desire genuine consumables or parts for their press. They can also be manufacturers and/or suppliers who want to expand their market for their quality products/services; or agents who want to know more about the print market before launching a print related product....the list is endless as it can as well be you – who just got interested in printing and desire more answers to pertinent questions like: where do I go from here?

WHERE To Print is an industry magazine, relevant as a tool for today's print business and circulated within and outside West Africa. As a bi-monthly magazine (our aim is to make **WHERE To Print** a monthly magazine after 12 issues), **WHERE To Print** reports print news, trends and issues that are expected to impact every sector of print business plus product reviews and in-depth analysis on innovations that have positively and permanently changed the way we do print business. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".

Editorials

The editorial tone and features content of **WHERE To Print** are tailored to industry decision makers, what ever the level of influence. We believe any print business is big business no matter the category and strength of its directors. This is because; any print investor is making a risk-influenced decision with an eye to changing at least one life positively.

Our dedicated column include but not limited to "Print impact around the world", "Print impact in Nigeria", "Work in Progress", "Before You Buy", "Lessons from Abroad", "Smart Celeb", "The Healthy Printer", "Print & Environment", "Entertaining Print", as well as other regular features such as pre-media, print, finishing, materials and consumables aimed at increasing print investors capacity to make an informed decision.

Readership quality

Our market is made up of print investors, print users, print and print-related companies, print consumables and machineries suppliers, print schools, students and others who have significant purchase decision in print and print related businesses.

With current print run of **3, 000 copies**, **WHERE To Print** has over **19, 500 quality print readership** with pass-along ratio of **6.5** readers to **1** copy of **WHERE To Print**. We strategically achieve this through the use of the internet to reach more than 5, 000 readers of **WHERE To Print** worldwide via PDF format on our website www.numberscmyklimited.com

These are top decision makers from across the spectrum of print, packaging, outdoor, signage, media/ consumables and allied services. Our circulation is continuously growing with our presence and coverage of major print and print related events around the world - a good mileage for advertisement to target audience.

NUMBERS CMYK LIMITED (RC 728214)

3/4, Olowologbon Street, off Egbeda Akowonjo Road, Akowonjo – Lagos, Nigeria 2341

P. O. Box 17871, General Post Office, Ikeja Lagos Nigeria 2341.

Or

NUMBERS CMYK SIGNAGE & PROJECTS CC (2008/222437/23)

138, Leicester Street, Kensington, Johannesburg South Africa

P. O. Box 8825, Egenglen, 1613, South Africa.

Tel (Nigeria Office): +234(1)7387644, (0)708 648 8865

Tel (Nigeria Mobile): +234(0)803 862 9114, (0)806 663 3815

Tel (South Africa): +27(0)82 972 9777

www.numberscmyklimited.com

Email: numberscmyklimited@yahoo.com, jojuadekanbi@yahoo.com

where to print. print publishing. print research/ statistics. feasibility report. print survey. print management software. print directory. print exchange programme.