

Gordon Patterson analyses latest Media Inflation Watch figures at AMASA October Forum

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AMASA invites you to the October meeting where Gordon Patterson of the Starcom Mediavest Group and longstanding ABC board member, explores one of the most hotly debated subjects in South Africa - the Media Inflation Watch numbers.

Traditional media platforms continue to fragment. New media offerings lack comparable measurement and clients and advertisers have increased demand for measurability and return on investment.

Often media owners refer to the influence of supply and demand as a motivation to increase advertising rates, however as demonstrated in the latest data, there is no question of supply and demand having any inflationary impact whatsoever, on any platform.

What's your opinion? Don't miss out on this controversial view of our industry's inflationary figures!

Meeting details:

Date: Wednesday 7 October 2009

Venue: JSE, 1 Gwen Lane, Sandown

Time: 16h00 for 16h30

Cost: AMASA Members - Free; Non-Members - R50

Parking available at Village Walk.

- **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021
- **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021
- **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021
- **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020
- **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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