



PUBLISH'D AFRIKA
LITERARY MAGAZINE
Redefining Africa's Narrative



PUBLISH'D Afrika

2025

COMPANY

PROFILE

publishdafrika.com

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ABOUT PUBLISH'D AFRIKA

PUBLISH'D AFRIKA is the fastest growing, most cost-effective self-publishing agency in Southern Africa. We have so far worked with writers from South Africa, Namibia, Malawi, Morocco, Lesotho, Kenya, Swaziland, Botswana and Zimbabwe.

PUBLISH'D AFRIKA is the brainchild of Thokozani Magagula, former Regional Editor and Bureau Chief at South Africa's biggest daily, Media24-owned Daily Sun. Thokozani has also written for City Press, Sunday Sun and various other publications within the Media24 stable. Thokozani has also worked for the Middelburg Observer, which is part of Caxton CTP. Working for Caxton CTP granted Thokozani the opportunity to also write for various Caxton titles such as The Citizen, Beeld, Mpumalanga Mirror, and Mpumalanga News.

While **PUBLISH'D AFRIKA** is a self-publishing agency, we always venture to give writers across the continent information on traditional publishing opportunities, writing contests for poetry, short stories and novels as well as writing workshops that assist creatives to hone their talents.

Through our Facebook page and blog, as well as our monthly online literary magazine, **PUBLISH'D AFRIKA Online Literary Magazine**, we regularly success stories in the arts and creative sector, as well as calls for submissions from all over the continent and abroad, giving gifted scribes more options that are available to them as creatives. The opportunities also include, amongst others, calls for submissions from literary magazines across the globe, online publishing and traditional publishers interested in unearthing new talent.

As our way of giving back to society, PUBLISH'D AFRIKA Online Literary Magazine holds monthly short story competitions, through which we unearth gifted writers from across the SADC, the continent and the diaspora.

PUBLISH'D AFRIKA also comprises of our monthly PUBLISH'D AFRIKA Magazine Facebook Short Story Competition, the annual '*Spoiling The Broth Anthology*', as well as our annual **Adopt-An-Author Program**. The three programs represent our giving back to society as well as being our semi-traditional publishing side of the business. PUBLISH'D AFRIKA bears the costs of the publishing process, the printing and the marketing of the books published.



PUBLISH'D AFRIKA ONLINE LITERARY MAGAZINE



PUBLISH'D AFRIKA Online Literary Magazine is an online literary magazine that was founded by former Daily Sun Mpumalanga bureau Chief, Thokozani Magagula, and his life partner, Sukoluhle Nontokozo Mdlongwa. Being published authors and journalists, the couple realised that mainstream media wasn't doing enough to promote the works of writers, art practitioners and upcoming artists at large, hence the establishment of the online literary magazine.

Our preferred stories that we publish in the magazine are predominantly of young people who use their talents in the Creative Arts sector to advance and improve their own lives, as well as of the communities around them. It is our hope that such success stories will urge other young people to step up and

start their own initiatives that won't just give them a livelihood, but also contribute to job creation and development in their communities.

Since its inception, the magazine has served as a platform and vehicle for art practitioners across the country, the SADC, and the continent, to publicise their works. The magazine is published online monthly and has since assisted over 500 authors and artists in various art forms, to bring their creations to the attention of the world. Every edition features at least two industry professionals who have made a name for themselves in his or her field, to share tips with especially aspiring art practitioners on how to succeed in the ever-changing creative space.



PUBLISH'D AFRIKA ADOPT-AN-AUTHOR PROGRAM



PUBLISH'D AFRIKA's Adopt-An-Author Program is aimed at identifying, unearthing and nurturing talent in South Africa, the SADC, the continent, and the diaspora.

Each year, if the finances allow, we identify at least six deserving writers who do not have the means to self-publish their own books. Already, this initiative has produced authors such as Anathi Kom, Zeripah

Amoni Phiri, Isaac Kanyinji Jr and Matumelo Mafoko. All four were published by PUBLISH'D AFRIKA's Adopt-An-Author Program.

Zeripah's book, *'I Am Also A Woman'*, was published with the support of Moripe Group, a mining company based in Middelburg, Mpumalanga, while *'Through The Silent Tsunami'*, by North-West based author Matumelo Mafoko, was wholly published by PUBLISH'D AFRIKA. Anathi Kom's poetry collection, *'A Tree Of Life'*, was a collaboration between PUBLISH'D AFRIKA and the University of Fort Hare.

Isaac Kanyinji Jr, an author based in Zambia, was unearthed through the PUBLISH'D AFRIKA Magazine Short Story Competition. His story, which won the PUBLISHER'S CHOICE Award in 2022, sparked PUBLISH'D AFRIKA's Sukoluhle Nontokozo Mdlongwa's attention. It turned out the author already had a body of work that had been gathering dust. The rest is history.

The Adopt-An-Author Program has also published co-authors Oarabile Oepeng and Obakeng Theophillus Boatlwaeng's book, *'From A Strict Teacher To A Street Teacher'*. Based in Kuruman, in the Northern Cape, the pair's book was partly funded by Lehlogonolo Mantshidi of 2C-MAJ.

In its first year, this mentorship program produced and published authors such as Anathi Kom, Zeripah Amoni Phiri, and Matumelo Mafoko. The 2024/25 programme unearthed

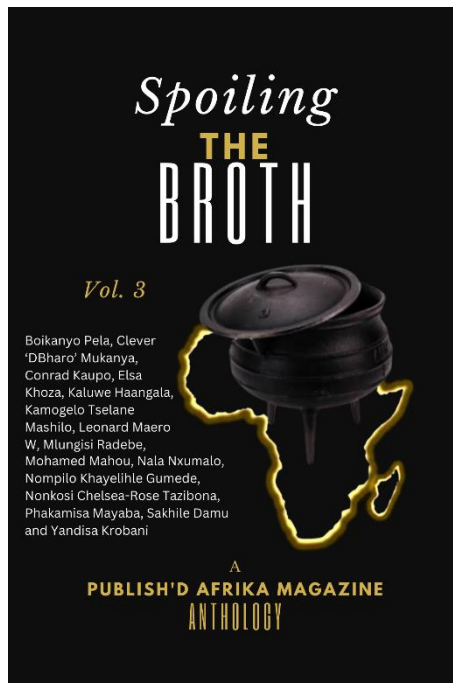
and published six authors, namely Samukelisiwe Ndlovu, Patrick Moabui, Lazarus Kgageng, Themba Skhosana, Walter Mayo, and Njabulo Makhaye. All six were published by PUBLISH'D AFRIKA's Adopt-An-Author Program. Fortunately for us, the 2024/25 Adopt-An-Author Program had been funded by the National Arts Council, Department of Sport, Arts and Culture and the Presidential Employment Stimulus 5.

While the program has unearthed writers from every corner of the country, the PUBLISH'D AFRIKA Online Literary Magazine has gone a step further. Through the magazine, we have brought to the fore hidden talent from various parts of the country, that no one would have known about had the magazine not been established. We also invite established authors, artists and other established creatives to give tips on anything from writing, publishing, entrepreneurship (using your art as a business), building yourself into a brand etc.

People who have honoured our invitations include American author Eve Fairbanks, Nhlanhla Ngema of Sarafina and Broadway's The Lion King fame and founder of Keeloz Global Entertainment, and Kirsten Miller who won the prestigious international writing competition, the Niso Wilbur Smith Adventure Writing Prize for 2016. She is also the author of six books. We have also had the courageous Tshidi Monkoe, author of *Prison Love*, gracing our pages, best-selling authors Takalani M and Busisekile Khumalo, and poetry connoisseur Frank Meintjies.



PUBLISH'D AFRIKA MAGAZINE'S 'SPOILING THE BROTH' ANTHOLOGY



Each year, the PUBLISH'D AFRIKA Online Literary Magazine invites aspiring writers to submit short stories of between 1800 and 2500 words, under a theme of their choice. The stories are then posted on our Facebook page and on our website, and readers vote for the best story for the month. The story that obtains the most votes (PEOPLE'S CHOICE) wins R500, while the PUBLISHER'S CHOICE AWARD is worth a whooping R1000.

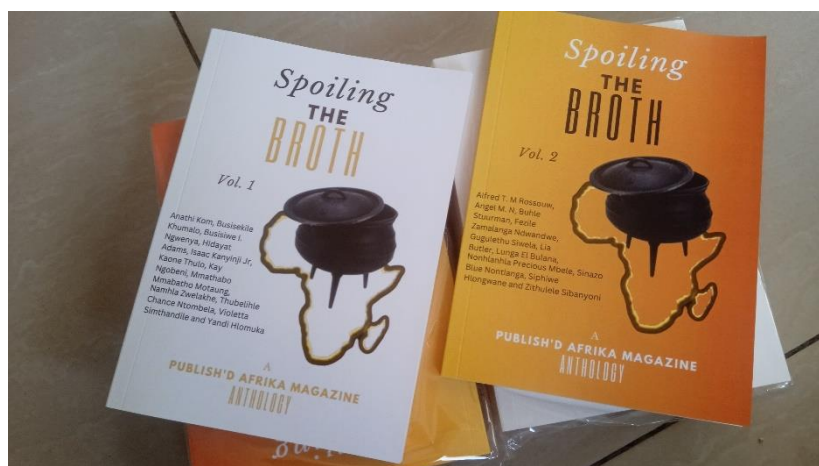
While the writers and their works are exposed to the 18 000-plus following our page has amassed (new followers join the page daily), the stories are exposed to an even bigger audience as every writer is allowed to canvass for votes and advertise his or her story on

various platforms, exposing the page to an even bigger audience monthly. The winners are then featured in our monthly issue of the PUBLISH'D AFRIKA Online Literary Magazine, giving them further publicity and assisting them to build themselves into brands.

In-between, we offer mentoring programs, based on the areas we identified to be lacking in each writer's work. Writing tips are also posted on the page regularly, as well as other worthy calls for submission from various other art and craft organisations.

While the competition has unearthed writers from every corner of the country, the PUBLISH'D AFRIKA Online Literary Magazine has gone a step further. Through the magazine, we have brought to the fore hidden talent from various parts of the country, that no one would have known about had the magazine not been established. We also invite established authors, artists and other established creatives to give tips on anything from writing, publishing, entrepreneurship (using your art as a business), building yourself into a brand etc.

The winners of the monthly competitions are then invited to submit two new short stories each, which are then compiled into an anthology and published. *'Spoiling The Broth'* Volume 1 and 2 were published in 2023, and Volume 3 in 2025. All three volumes have given a total of 38 writers an opportunity to publish their works. Volume 1 and 2 have already been procured by the Gauteng Department of Education, as well as the North-West Department of Sport, Arts and Culture. *'Spoiling The Broth'* Volume 4 is in the pipeline. Already, six gifted writers have been identified through the short story competition so far. The monthly competition will draw to a close in September 2025, and once again, the winners will be invited to submit two new short stories for Volume 4.



OUR SERVICES

Editing and Proofreading

There is more to editing and proofreading than just juggling words, straightening language and correcting grammar. An editor also has to be able to, amongst other things, spot plausibility issues in your writing, ensure the characters are believable and relatable, tighten the plot and flow, and ensure that every sentence is concise and edgy. An editor has to be able to keep the manuscript as factual and near to real-life as possible and not misrepresent cultures and traditions.

In 2024/25, through funding from the National Arts Council, Department of Sport, Arts and Culture, and the Presidential Employment Stimulus 5, PUBLISH'D AFRIKA's Adopt-An-Author Program published At PUBLISH'D AFRIKA, every manuscript is developed to the best of our abilities while ensuring that the writer's voice is retained in the narrative.

Typesetting and Formatting

The interior of your book is just as important as the exterior. You can have the best book cover in the world, but if your inners are poorly typesetted, the book will not resonate with readers. How your book is typesetted and formatted goes a long way in influencing the reading experience.

Ghostwriting

Just because you cannot tell the difference between a noun and an adjective does not mean you should not tell your own story. At PUBLISH'D AFRIKA, we believe that everyone has a story bubbling inside them, and it is our pleasure to help you get it out to the world. Give us a call so we can help you get started.

Cover/Banner/Magazine Design

A good book cover design gives the reader an idea of what the book is about before they turn the first page. A well-written blurb complements the cover. The cover and the blurb are the reader's first contact with your work, hence they should not just be good, but excellently executed.

At PUBLISH'D AFRIKA, the designer takes the time to read and familiarise herself with the book, storyline and subject matter before attempting the first design. For more detailed and sophisticated covers, we have a team of illustrators on retainer, with a track record of bringing to life what authors envision for their books.

We also design magazines, banners, flyers and posters.

Marketing

The founder of PUBLISH'D AFRIKA, Thokozani Magagula, has been in the media space for 16 years, with a decade as the Bureau Chief of South Africa's biggest newspaper, Daily Sun. He taps into the contacts developed and experience gained in over a decade and half to set up a media campaign that includes radio, newspaper and magazine interviews to ensure that your work gets maximum exposure.

ISBN / Barcode Allocation / Legal Deposit

As an added service to authors, ISBN numbers, barcodes and legal deposit are supplied at no cost to the authors.

Electronic Book Publication and Distribution

Thanks to the advancement in technology, authors can publish their books in print as well as electronically, through Amazon, Amazon Kindle as well as through Draft2Digital, just to name a few online bookstores that are available. This assists authors to reach a global market and maximise their income.

Distribution Guidance

We offer advice and guidance on how authors, especially self-published, can get their books into bookshops, or structure proposals for submission to book distributors. Most bookstores, such as Exclusive Books, no longer work directly with independent authors and prefer that they make use of distributors. This is usually uncharted territory for first-time authors. We hold their hands throughout the process, especially those authors who intend to utilise the services of book distributors.

Departments of Education & Sports, Arts and Culture

We assist authors to prepare and to submit their books to various Provincial Department of Education offices for evaluation and procurement. This extends to Provincial Departments of Sport, Arts and Culture, as they are the ones who supply libraries. PUBLISH'D AFRIKA has been hugely successful in assisting authors to tap into this market, with new submissions now having been made to Kwazulu-Natal and the Eastern Cape provinces.

Should we stumble upon an independently published book that shows promise, we also assist the author to revise, and if needed, re-edit and develop the book before submitting it to the various provincial departments for evaluation.

OUR VALUES

PUBLISH'D AFRIKA subscribes to the highest level of honesty and moral correctness, and this is emphasised by the constant flow of return clients we have worked with over the years since we were established. We do not compromise the values of our clients, or on the values we have set for ourselves as a company.

RESPECT

We have the highest level of respect for our clients, the third parties we work with, principles, ethics and laws of the republic of South Africa.

INNOVATION

We are constantly on the lookout for technological advancements in the publishing and arts sector in which we operate. This gives us the edge to be able to service our clients to the best of our abilities.

TEAMWORK

We work as a team with all of our clients to ensure that we give them the best product and deliver the best service. We also outsource services to third parties in case we do not have the skill needed on a project the client has requested us to deliver.

QUALITY

Since PUBLISH'D AFRIKA was established, we have constantly and consistently ensured we provide the best quality to any client that approaches us for a service, utilising standard operating procedures. We have quality checks in place and scope of work are kept on all tasks and projects we work on.



BUSINESS STRUCTURE

As a service-based business, PUBLISH'D AFRIKA's staff component is project-based and relies on the availability of funds, or/and on the need to outsource certain services. The outsourced services can include illustrations, printing and distribution.

Thanks to funding from the National Arts Council (2022 and 2024), we were able to offer employment to four people for a period of six months respectively.

Current Business Structure:

Thokozani Magagula: Director /
Managing Editor

Sukoluhle Nontokozo Mdlongwa:
Creative Director / Graphic Designer



Contact Details:

Thokozani Magagula:

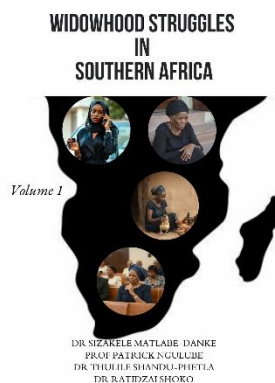
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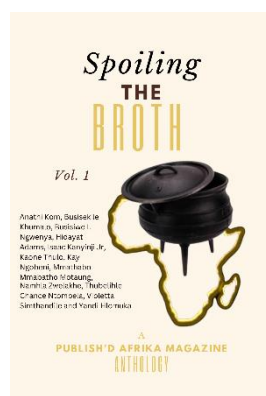
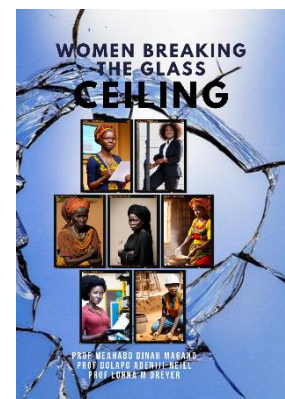
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PUBLISH'D AFRIKA SUCCESS STORIES

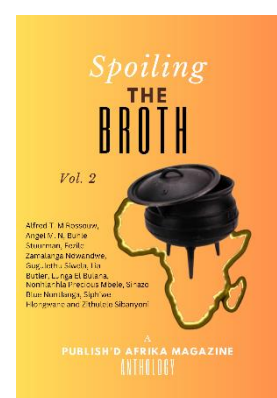


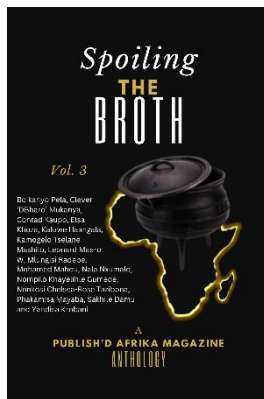
PUBLISH'D AFRIKA has worked with the University of South Africa (UNISA) to publish an academic book titled '*Widowhood Struggles In Southern Africa*'. The project consisted of academic papers written by 17 professors from various institutions of higher learning from across the country. The book was published in December 2024.

We have also worked with a total of 18 academics from South Africa, Nigeria and the United States to publish an academic book titled '*Women Breaking The Glass Ceiling*'. The book was published in 2023.



In 2022/23, through funding from the National Arts Council, Department of Sport, Arts and Culture, and the Presidential Employment Stimulus 3. PUBLISH'D AFRIKA was able to assist a total of 23 aspiring writers to publish. Their works were contained in 'Spoiling The Broth' Volume 1 and 2 anthologies. Both volumes contained works of authors from South Africa, Zimbabwe, Botswana, Kenya, Morocco, and Zambia.

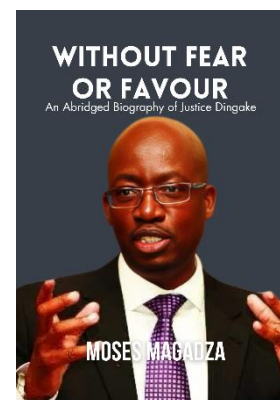




In 2024/25, through funding from the National Arts Council, Department of Sport, Arts and Culture, and the Presidential Employment Stimulus 5, PUBLISH'D AFRIKA's Adopt-An-Author Program published *Spoiling The Broth* Volume 3, which contained works of a total of 15 writers, who were all winners of the PUBLISH'D AFRIKA Magazine's monthly short story competition.

In 2024/25, through funding from the National Arts Council, Department of Sport, Arts and Culture, and the Presidential Employment Stimulus 5, PUBLISH'D AFRIKA's Adopt-An-Author Program helped six gifted authors to publish independent bodies of work.

In 2024, PUBLISH'D AFRIKA was approached by Judge Key Dingake, Papua New Guinea's first African judge, to publish his abridged biography, *'Without Fear or Favour'*. Justice Dingake is also a judge of the Residual Special Court of Sierra Leone.



In 2024, Gauteng Department of Education recommended 12 of the books we published between 2022 and 2024 for grades between 1 and 12. The department later procured six of the recommended titles in bulk due budgetary constraints. The books included children's books (with illustrations) Young Adult fiction, fiction and non-fiction. Three of our titles were also procured in bulk by the North-West Department of Sport, Arts and Culture for the province's libraries. These included historical fiction as well as our pride and joy, the *'Spoiling The Broth Anthology'* Volume 1&2.

We are currently awaiting feedback for submissions made in 2024, and have already submitted to Kwazulu-Natal and Eastern Cape Departments of Sport, Arts and Culture as well. Supplying government departments assist our authors to maximise their income, as the departments mostly order books in bulk for libraries across their provinces.

CONTACT US

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