

Hello England, Hello Turkey!

Please welcome the promotional edition of our brand new Turkish British Magazine! With its unique content, including interviews with the Turkish entrepreneurs and business people living in the UK, and with its eye-catching photographs and designs, Turkish British Mag is ready for its distinguished readers' view!

Join us, support us! Let's raise our voice together! For your advertising projects and press releases: contact@tbmag.co.uk



Hello England, Hello Turkey!

The business & life magazine of Turkish and British business people;

'Turkish British Magazine' has just made its debut!

We have published our promotional edition in Turkish.

The printed version of our magazine will be published in English and delivered soon.

For your advertising projects and press releases: contact@tbmag.co.uk



We are delighted to announce that the business & life magazine of the Turkish and British business people, "Turkish-British" will be launched soon...

The first issue will debut in May 2019!

Preparations for our first issue going on at lightning speed with tremendous excitement...

We would like to share our sincere excitement with you and also delightedly inform you of the editorial policy and mission of the 'Turkish-British' magazine, which will be published by London-based Afis Communication.

The 'Turkish-British' magazine that will be published in the UK by Afis Communication aims to be the voice of the Turkish-speaking community and bridge the gap between Turkish and other communities within the UK. The magazine, whose target group is both the Turkish-speaking community and other communities in the UK in which it is integrated, will be published in two different languages, Turkish and English.

Our 84-page, 16x24-cm size magazine's areas of interest includes the latest developments in the current affairs of the UK and Turkey; special interviews with people from a wide range of business sectors; news on economy, health, education, arts and culture; eye-opening advice on historical and cultural sites in the UK and Turkey; entrepreneurs and start-up companies; and special tastes. In sum, you'll find everything on people and life itself in this magazine.

The first issue of our magazine will be released in Turkish on the 1st of May 2019. We also intend to publish the English version of the same issue on the 15th of May. 1000 Turkish and 5000 English copies of the "Turkish-British" magazine will be circulated free of charge through a broad distribution network.



About the Turks in the UK

As one of the globe's largest economies, the United Kingdom is also one of the most cosmopolitan countries in the world. It is quite ordinary for Londoners to hear most of the languages spoken in the world while strolling along the streets of this fascinating city. Besides, Britain, as one of the countries with the highest number of lines of work in the world, tops the list of countries receiving the most immigration applications.

Those who have immigrated to the UK within the terms of international agreements, a country where the immigrants are able to live their own culture freely, now making significant contributions to the country's economy and create social wealth by integrating with both the British community and other communities coming from across the world.

Among these communities, one of the most active and productive groups is the 'Turkish-speaking community.' There are around 700,000 Turkish-speaking people living in the UK, which has a population of almost 70 million.

There is a quite large society of entrepreneurs who came to the UK especially with the Turkish Businessperson visa (known as 'Ankara Agreement') and settled in the country within the last decade. With the investments they have made and the companies they have founded, members of this community continue to provide significant input for the British economy by maintaining successful business relations and expanding their network with newcomers.

The Turkish Businessperson visa (Ankara Agreement), in fact, is a type of entrepreneur visa rather than an ordinary immigration visa, hence its special status. As one of the economically most powerful groups, the Turkish Businessperson visa holders are at the forefront of the UK's white-collar workers.



Why a Journal?

There is currently no suitably qualified media group that can represent the Turkish-speaking community in the UK. Therefore, it's about time to launch a novel publication of high quality in a country where many Turkish businesspeople live.

Other communities living in the UK, one of the most cosmopolitan countries in the world, also publish their own newspapers and magazines and distribute them among their own fellow citizens. With its ever-growing investments around the UK, the expanding investment fields and diversifying customer networks in the recent years, the Turkish-speaking community has moved away from the locality and adapted to the country's economy and social structure. However, it is noticeable that they hardly find a media platform to express themselves through it. The Turkish-speaking community now needs a national publication platform that can voice the successes of the Turkish people and can be followed by both Turkish and English-speaking societies with great interest. We discovered this gap and determined to fill it...





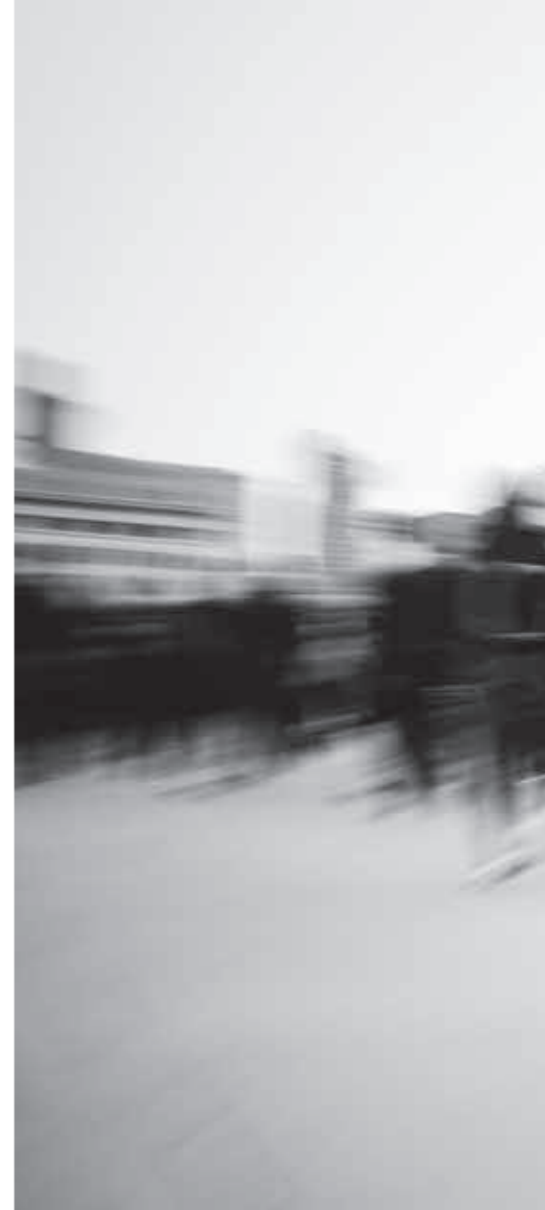
Who is the Publisher of the Magazine?

The 'Turkish British' magazine is issued by the UK branch of Doruk Limited Company / Afis Communication, which was founded in Turkey in 1991. Afis Communication is one of the most reputed companies in the fields of corporate publishing and advertising in Turkey. Afis Communication has produced over 500 hundred corporate publications, notably for the businesses working in the health and food sectors, NGOs, universities, municipalities and government agencies. In particular, our company is proud of its professional expertise in content generation, communication strategy, design and marketing.

Doruk Limited Company established its London office in 2017. It maintains its business operations both in London and Istanbul. The company's most distinctive privilege is its 30 years of experience in the publishing and media sectors.

Besides, as part of our final preparations before issuing the first issue, a publication and advisory board were formed, consisting of Turkish citizens in the UK, especially those working in the advertising,

marketing communication, IT, media, art, economy, finance sectors and other relevant fields. 'Turkish British' magazine enjoys massive support from the public and civil society organisations based in both the UK and Turkey. In addition, a young and energetic team of Master's and PhD students studying in various top London universities also contribute to the magazine in different capacities.



Target Audience and Distribution Network

- Business owners, especially the Turkish investors who immigrated to the UK via Ankara Agreement and settled in this country,
- Turkish Embassy in London and diplomatic missions of other foreign countries and nations in the UK,
- Foreign chambers of commerce affiliated with The British Chambers of Commerce,
- Business networks and NGOs,
- Banks and major UK companies,
- Real estate agencies and leading real estate companies in the UK,
- Accounting offices,
- Restaurants,
- PR, advertising and media communication agencies in both the UK and Turkey,
- London head offices and headquarters of global companies
- Associations and representations associated with the Turkish Exporters' Assembly
- All companies and institutions doing business within the UK
- In addition, the 'Turkish British Magazine' will be dispatched to all British MPs and governments officials via UK Parliament postal services.



“Verba Volant, Scripta Manent”*

We, as Afis Communication, which is currently making the last arrangements for the very first issue of our brand-new ‘Turkish British’ magazine, aim to share the life experiences of the Turkish community who came a long way in the process of integrating economically to the UK. Our mission is to contribute to the economic and cultural relations of the two communities through publishing most up-to-date news and developments relating to both the UK and the Turkish speaking community living in this country.

Although communication and media are digitalised worldwide, we believe that nothing can replace the joy of carrying a magazine in your bag which you can feel and smell its pages, touch its photos, read whenever and whenever you wish and archive the issues you most like. Thus, with the wisdom of Latin saying ‘Verba Volant, Scripta Manent’ in our minds, we kick-started the preparations for the printed version of ‘Turkish British’. However, for those favouring the digital world, we will also create a medium where our readers can read the magazine online as well.

* “Spoken words fly away, written words remain.”

Turkish-British Magazine Media Kit

SHORT NEWS

- From Earthly, England, Turkey and companies, short news

NEWS FROM THE AGENDA

- Current news and files from the UK

BUSINESS NEWS

- Business news, interviews, portraits and success stories.
- Special promotional pages, sectoral

news, e-commerce, real estate, new products and projects.

- Startups, financial and investment news, analyzes.
- Business events, women entrepreneurs and technology and brand news.

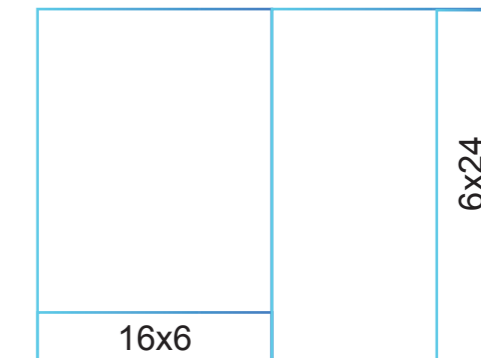
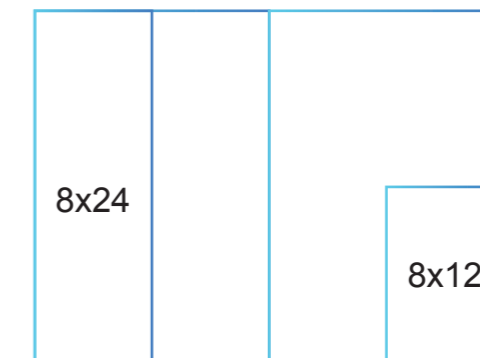
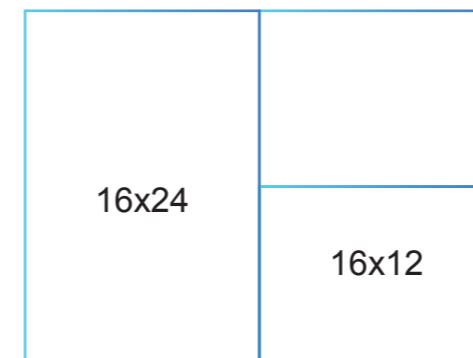
CITY AND LIFE

- 5 tea appraisals, health, flavor.
- Britain’s leading venues in the food and catering sector.

- babera from vacation and travel from the UK and Turkey.
- Places you know and don’t know.
- News specific to the British and the history of the Tue.

AGENDA

- There are all kinds of events related to Turkish-speaking society, music, books, cinema, exhibition, theater, news and artists.





2 For Magazines' 'Let's Grow Our Voice Together!'

We look forward to hearing your ideas and suggestions for our new magazine that we briefly summarised its general publishing policy and the reason for deciding to make its debut.

We can embark on joint projects in collaboration with you to make sure you and your business establish strong and mutually beneficial relations with the Turkish citizens and entrepreneurs in the UK in your marketing activities.

Please feel free to contact us for further details and all your enquiries.

Yours faithfully,

Afis Communication I Doruk Ltd.

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The business & life magazine of Turkish and British business people

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