

Zimpapers and APO Group enter content partnership

Zimbabwe Newspapers (Zimpapers) has announced a content partnership with APO Group. The pan-African communications consultancy and press release distribution service will enable text, images, videos and soundbites distributed by APO and published across all of Zimpapers' websites



Source: www.unsplash.com

The agreement provides Zimpapers with free content from all over Africa. APO Group's content feed includes news from more than 300 multinational companies operating in Africa, along with major international institutions, sporting organizations and African governments.

For APO Group's clients, this partnership represents a unique opportunity to get their news in front of the largest public audience in Zimbabwe.

Zimpapers' suite of titles includes *The Herald* in Harare, and *The Chronicle* in Bulawayo.

Zimpapers operates 15 major news outlets across the print, broadcast and online spectrum.

APO Group content will be hosted on all 15 websites:

Digital and print

- *The Herald*
- *The Chronicle*
- *The Sunday Mail*
- *H-Metro*
- *The Sunday News*
- *Kwayedza*
- *The Manica Post*
- *B-Metro*
- *uMthunywa*
- *eBusiness Weekly*
- *Suburban*

Radio broadcasting division

- Star FM
- Capitalk FM
- Diamond FM
- NyamiNyami FM

Zimpapers Television Network

- ZTN

“We are delighted to be working with APO Group to bring a rich feed of quality news content to people all over Zimbabwe,” said Zimpapers Group chief executive officer, Pikirayi Deketeke. “By securing free, simultaneous publication of this news on all of our websites, we are ensuring we will be among the first media to break some of the biggest stories in African business, news and sport.”

“Partnerships like this one with Zimpapers are mutually beneficial for organizations issuing press release content and for the African media and their respective audiences,” said APO Group founder and chairman Nicolas Pompigne-Mognard. “The richness and diversity of our African news content feed is unrivalled, while Zimpapers is the undisputed leader when it comes to media in Zimbabwe, so our partnership provides a unique opportunity to deliver quality news to the Zimbabwean people.”

For more, visit: <https://www.bizcommunity.com>