



INTERGOVERNMENTAL STANDING COMMITTEE ON SHIPPING (ISCOS)

TERMS OF REFERENCE FOR THE GRAPHIC DESIGNING, EDITING, SPACE SELLING AND PRINTING OF ISCOS MAGAZINE

1. Background

The Intergovernmental Standing Committee on Shipping (ISCOS Secretariat) is seeking proposals for the provision of competent consultancy services in production of its Shipping and Freight Logistics Magazine. Interested and capable firms are invited to submit technical and fee note proposals for the assignment named below. The successful firm shall sign a contract with ISCOS on terms of engagement.

2. Scope of Work

- i) Assisting in the identification of topical issues for the Magazine and developing stories and content.
- ii) Doing the graphic designing of and organizing the manuscript's structure, including the cover and back pages.
- iii) Editing articles provided by ISCOS including proofreading, clarifying meanings, eliminating jargon, smoothing language, creating or recasting tables and/or figures, editing for grammar, spelling, punctuation and other mechanics of style; checking for consistency of mechanics and internal consistency of facts, notifying ISCOS of any unusual/material inconsistencies etc.
- iv) Approaching Patrons for the sale of Advertising space in the Magazine.
- v) Advising on the lead story of the Magazine, suitability of images, photos, headings of articles and other representations.
- vi) Co-coordinating typesetting and design in the mock-up and assembly stages and ensuring integration of design and content.
- vii) Printing of the final Manuscript of the Magazine-1000 copies, Size A4, Art paper, inside sheets on 115gms, with Cover on 200 gms, Laminated
- viii) Produce and provide a Digital Copy of the Magazine.

3. Expected content of the magazine

- i) The Magazine will:
 - Provide news on recent developments and happenings in the region and the industry at large.
 - Highlight emerging issues that affect the industry
 - Provide a “Did you know caption”
 - Run a continuous series of Shippers Awareness information
- ii) In addition, the Magazine will:
 - Carry a regional perspective of the state of and developments in the Shipping and Logistics Industry in the region and beyond,
 - Contain data and information that cut across Water and Surface Transport, Ports, Shipping and the Logistical Chain, Legislation and Policy affecting Trade and Logistics in general,
 - Provide a perspective of Industry players both in the Public and Private Sector,
 - Trace developments in the greater shipping world including technology, security, International conventions, etc
 - Provide an interface between the Region’s shipping Interests and the greater shipping world
 - Attempt to highlight the comparative performance of Trade/ and Transit Corridors, Ports, and Boarder Agencies in Eastern and Central Africa.
- iii) The Media Company will be required to produce a dummy Magazine in both hard and soft copy for ISCOS’ approval before proceeding with the final Print.

4. Standards and Quality

ISCOS Magazine is expected to have a spectacular layout and design, carry very informative articles, contain accurate and non-obsolete data, and produced with accuracy to detail, which should make it one of the most preferred Shipping and Logistics Magazines in the Eastern and Southern Africa. The Magazine should be capable of attracting readership from across the region and beyond, enhance the profile of ISCOS and attract Advertisements from Patrons across of the region

5. Consultancy fees

- i) ISCOS will pay the consultancy a lump sum amount for each edition of the Magazine.
- ii) The Consultant will in addition receive a percentage 10% of the revenue realized by the firm from selling of space in the Magazine.

6. Qualifications and attributes of the consultant

The consultant firm should have previous proven experience in developing of Magazines for reputable institutions, and should be able to demonstrate ability to market the Magazine, and to exhibit high standards of quality and professionalism. Ability to reach out to stakeholders beyond

Kenya will be very essential. Experience in providing Magazine production consultancies in the field of Shipping and Maritime logistics will be a very big advantage.

7. Roles and time frames

- i) ISCOS will provide the Consultancy firm with:
 - Some of the relevant literature, and content,
 - Lists of stakeholders who can be approached for the purchase of advertising space
 - Draft letters of introduction to the industry stakeholders and patrons
 - Any other
- ii) The Consultancy firm should be able to produce the dummy copy within 60 days from the date of receipt relevant literature/ information from ISCOS.
- iii) The Contact person on all matters of the Magazine shall be the Secretary General as represented by the Director Finance and Administration

8. Other Clarifications

- i. The consultant must familiarize themselves with the nature and scope of the assignment in preparing their proposal.
- ii. This Request for Quotation (RFQ) and Request for Proposal (RFP) does not commit ISCOS to award a contract nor pay any cost incurred in the preparation of the RFQ/RFP
- iii. The costs of preparing the proposals and all other costs involved are not reimbursable and shall be a direct cost to the firm/bidder
The client is not bound to accept any of the proposals submitted and will only consider the proposals that best capture our expectations

9. Application mode

Kindly submit your proposal and the financial bid /any other relevant documents to support the application, EITHER in hard copies OR via E mail to:

The Secretary General

ISCOS Secretariat

Nyali, Off Links Road, Opposite Nyali Health Care Ltd.

P.O Box 89112-80100 (GPO), Mombasa, Kenya.

Tel: +254 20 2332670 / +254 722 207940

Email: opportunities@iscosafricashipping.org

10. **Deadline for submission of proposals:** Submit your proposal not later than Wednesday 06th October 2021, 1700hrs.