



VOL. 3

EYRIE TALES

MAY 2025

WELCOME TO EYRIE TALES

The Vindigo Press Newsletter



With three successful titles in circulation, a renewed call for submissions, and having taken our first steps into international spaces, we're starting to build the kind of presence we've imagined for Vindigo Press from the outset.

This edition shares some of what we're currently working on – from travels and author highlights to the writers we admire and guidance on the stories we hope to publish next.



Rob Macdonald on the Cover of Blue Chip

We're proud to share that Rob Macdonald, author of *The 7 Pillars of Financial Health*, is featured prominently in the latest edition of **Blue Chip magazine** – including the cover story, a dedicated column, and an in-depth interview. His contributions explore the importance of financial planners developing a “**coaching way of being**”. Rob states that a “financial planner’s work is not just about the money”, but about behavioural and collaborative coaching, too.

Rob’s work **continues to challenge the conventional ways we think about money**, offering fresh insight into how real financial wellbeing is built on emotional clarity, personal values, and human connection.

You can find the full edition online here.

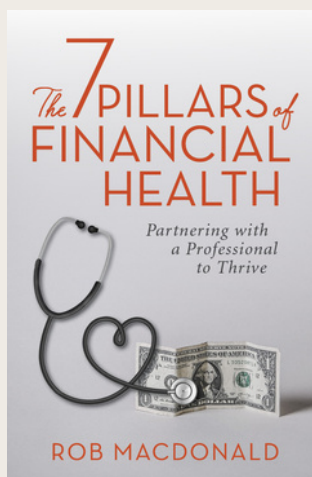


Submissions Open

As we grow, we want to continue to cultivate an environment where **thoughtful, authentic voices** can find a home. We know there are some great books out there – and we are actively seeking new manuscripts that resonate with the spirit of what we publish. Fiction or nonfiction, we’re **open to all genres and voices from Southern Africa** that offer something *meaningful*.

If you think your work would fit, and you have a track record or portfolio of writing and a passion for sharing your work, we’d love to see it. We invite you to submit directly through our website. We’ve built our submission process to make it as straightforward as possible, with clear guidelines to help you along the way.

Head over to [our submissions page](#) to begin the process.



If Rob’s writing in Blue Chip resonates with you, his book **The 7 Pillars of Financial Health** offers an even deeper exploration. If you haven’t yet picked up a copy, it’s available via [our bookshop, on Amazon](#), or at your local bookstore.

Reflections from the London Book Fair

In March, Ian represented Vindigo Press at the **London Book Fair** (LBF), held at the Olympia Stadium – a first for both him and our imprint. The goal was simple: to take the temperature of the global publishing world and explore how Vindigo might begin to engage more internationally.



The experience?

Huge. Awe-inspiring. A little overwhelming.

From the outset, it was clear how concentrated the power in publishing remains – measured not only in the size of the stands but in the polished spectacle created by a handful of **global giants**. Still, many smaller, **independent presses** are managing to thrive – evidenced too by the latest [2025 Booker Prize longlist](#) comprising a full house of independent publishers.

Audiobooks, now the fastest-growing format worldwide, were the talk of the festival. And, thanks to new technologies and greater audiences, it's becoming increasingly viable for independent publishers to get involved.

More surprising was the **lack of deep conversation around AI**, given its role in writing, production and distribution, and potential to reshape the industry.

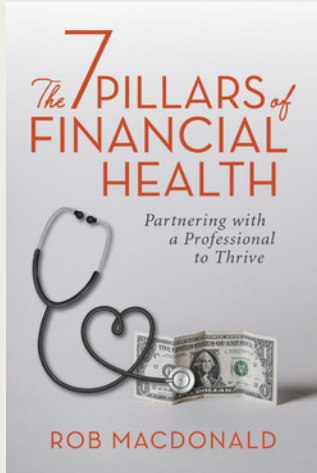
And perhaps most striking of all, **authors** – the very foundation of the publishing world – were **a sideshow**, largely absent from the event's central focus. Understandable, perhaps, given any book fair's natural industry orientation, but still telling (and a tad disappointing).

Attending the LBF was an important first step for us: building new relationships, getting a clearer picture of what's happening globally, and **laying groundwork for South African stories to reach broader audiences**.

Our Books

We've started small by design, focusing on a few carefully chosen titles that reflect our values as a press – authenticity, beauty, excellence, curiosity and a deep respect for our authors and the craft of storytelling. Each book represents a collaboration we're proud of, and we're glad to have them out in the world in both physical and digital formats.

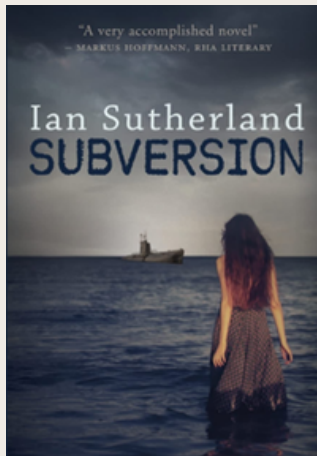
If you haven't yet picked up one of our books, we invite you to discover what we've created so far.



THE 7 PILLARS OF FINANCIAL HEALTH

Rob Macdonald

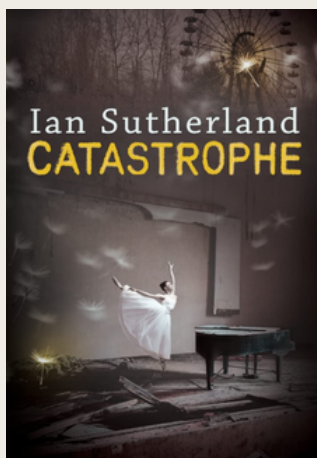
Why does money remain such a persistent source of stress – despite all the advice available? In this clear-eyed and compassionate guide, financial strategist Rob Macdonald shows how real financial wellbeing begins with developing seven key human skills, and a healthier relationship with money itself.



SUBVERSION

Ian Sutherland

Amid political turmoil of 1940s South Africa, a young woman discovers unsettling secrets near her family's farm – forcing her to choose between loyalty and justice. Subversion is a suspense-filled historical fiction of espionage, romance, and political tension, set at a critical turning point in World War II.



CATASTROPHE

Ian Sutherland

An exiled ballerina lies terminally ill in New York. She begins to unravel the truth behind her flight from Chernobyl and the mysterious disappearance of her husband. Set against the backdrop of Cold War secrecy, Catastrophe is a haunting exploration of personal survival, suppressed truth, and the long shadows of political disaster.

Each title is available in both print and e-book formats. Order through [our online bookshop](#) (South African readers), find them on Amazon (one-click links from our bookshop), or contact your nearest bookstore (local and internationally [via Ingrams](#)).

Author Spotlight: *Cold Fire* by Stephanie du Toit

We are happy to share that an **alumna of the Vindigo Press team, Stephanie du Toit**, has self-published her latest book, *Cold Fire*, in the mystery-romance-thriller genre:

In the heart of Cairo, a timeless curse smoulders through the ages, its strength diminishing but never fully quenched. When archaeologists disturb the tomb of the malevolent serpent lord, an ancient evil awakens. As the spheres align in the underworld, a series of events set in motion that entangle the participants in a dangerous game, teetering between life and death, love and hate. Oblivious to the looming danger, Samantha Fox, destined to inherit her mother's wealth, is thrust into a realm of shadows and dreams. A cryptic premonition urges her to flee, but a fateful accident propels her toward her destiny. Rescued by James Stewart, she finds solace but also emotional turmoil. Caught between her emotions and the sinister darkness that once consumed her mother, Samantha engages in a tumultuous struggle for her soul.



The book has won praise from international audiences, with a 5-star reviewer regarding it as “a real page-turner... enthralling and exhilarating”. Stephanie’s journey from our team as a Publishing Assistant to now self-publishing her own book is one that we’re incredibly proud of. It’s inspiring to see her flourish, and we hope you’ll pick up a copy of her new work. It’s available [on Amazon](#).

Engage With Us

We are excited to be growing in meaningful ways, and one of our main goals for 2025 is to cultivate a deeper connection with the readers and writers we admire. Keep an eye out for our book reviews, shares on industry developments and other helpful and entertaining content on our various social media channels including this newsletter. We’d love to engage with you on any of our platforms!

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Substack](#)

And as always, you can also email us at media@vindigopress.com or head over to our website www.vindigopress.com.