

**AFRICA**<sup>®</sup>  
Voice of the Continent *Today*



# MEDIA pack

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Voice of the Continent



## MISSION STATEMENT

*AFRICA TODAY* was deliberately launched to produce a very high standard news magazine for Africa. High standard in the quality of editorial, printing material, design and layout. The team of journalists who write for *AFRICA TODAY* are high calibre professionals with many years of proven credentials as reporters, editors and commentators on Africa.

*AFRICA TODAY's* credibility lies in the fact that it has very good contacts in the corridors of power around Africa and within the boardrooms of many businesses and industries - especially among top decision makers who rely on it for authoritative news and information on the African continent.

Since *AFRICA TODAY* made its début in May 1995, it has had consistency as its trademark. As a MONTHLY news magazine, *AFRICA TODAY* is committed not only to maintaining its marketplace, but is even more determined not to fall below the standard that its readers world-wide have come to expect.

## EDITORIAL MISSION

When *AFRICA TODAY* was launched in May 1995, it was on the conviction that Africa deserved a high-quality news magazine which would give the authentic *African view of Africa* and compare favourably with long-established and respected news magazines but which do not, nor were ever intended, to focus specifically on Africa.

*AFRICA TODAY's* mission was to cover the whole of Africa newswise, utilising the skills of experienced journalists and, for features, the talents of experts in their various fields; to exploit the print industry's most up-to-date technology to make the presentation as attractive as possible, and develop a truly Pan-African distribution.

*AFRICA TODAY* achieved those aims from Issue One, which had on its cover a world exclusive interview with the South African President Nelson Mandela. The historic maiden edition sold out in most areas within a few days of its début. Today *AFRICA TODAY* sells in over 100 countries in every continent - quite an achievement for a Pan-African news magazine that only entered the marketplace in 1995.





## FOUNDER & PUBLISHER

The secret behind the success of *AFRICA TODAY* both on the international newsstands and as a credible source of information on Africa is its founder and publisher, the internationally well-known and highly respected Nigerian journalist, Mr Kayode Soyinka. A journalist of international repute, who made his name as a veteran foreign correspondent, Kayode Soyinka is remarkably famous for being the survivor of the letter-bomb blast in Lagos on October 19, 1986, which killed the investigative Nigerian journalist and pioneer editor-in-chief of *Newswatch*, Dele Giwa. Soyinka is of the opinion that, with the plethora of news from all quarters, many of the positive aspects of the African continent inevitably become marginalised since the emphasis is perennially on the continent's natural disasters and human failings. So, *AFRICA TODAY* has another mission: to make a contribution towards improving the balance. This it endeavours to do by in-depth reporting and analyses which provide readers in other continents with an opportunity to see these disasters and failings in the context of African history and traditions - the material on which to form better value judgements than is generally available. *AFRICA TODAY* also wishes to show the world that Africa has resourceful men and women who can contribute to world development in fields as diverse as medicine, the natural sciences, business and finance, the arts, education, international affairs and sport.

Above: Africa Today's Founder & Publisher, Kayode Soyinka.

Below: Africa Today Publisher Kayode Soyinka with former President Olusegun Obasanjo of Nigeria



As an international medium, *AFRICA TODAY* provides information about Africa that can be of assistance to the world of business and to those who have investments and commercial interests within the continent. For these milieu it is very conscious that it should make available authoritative news and analyses of current political, economic, social and business trends in Africa. For instance, *AFRICA TODAY*'s coverage of the Oil & Gas, Telecoms and the Banking industries in Africa is second to none. It has won several international awards in the past few years for its coverage of these sectors, including the 2005 Diageo Prize for the Best Business Reporting in Africa, the 2003 Nigeria Media Merit Awards for Best Telecoms and Best Energy Reporting.



Above: Andrew Young

Top Right: Nobel laureate Archbishop Desmond Tutu with Publisher Kayode Soyinka

Right: Former British Foreign Secretary and Deputy Prime Minister Sir Geoffrey, now Lord, Howe with Kayode Soyinka

Far right: Kayode Soyinka with President Mandela looking at the first issue of Africa Today



## READER DESCRIPTION

80% of readers are professionals: decision-makers, industrialists, government officials - including ministers, civil servants and diplomats, travelling foreign investors in the African markets; managers, chief executives, people in business both local and international; lawyers, bankers, journalists, academics and librarians; Africans in the Diaspora, international organisations. The remaining 20% is shared between students who are leaders of tomorrow and those who are casual readers. 65% of readers are male and 35% female. 80% are university educated with 20% having secondary and technical education. 12% of readers are aged between 20-24; 30% between 25-34; 36% between 35-44; 17% between 45-54 whilst another 5% are aged 54 and over. Advertising/Editorial Ratio - 33:66.

## GENERAL

From birth, *AFRICA TODAY* was destined to be the market leader in Pan-Africa news and current affairs magazine publishing. Once conceived, it was a happy conjunction of circumstances which saw its inception coincide with the first anniversary of one of the greatest events in human history, the election of South Africa's first African President and of the demise of one of history's most egregious regimes.

It was his tacit recognition of the need for a news magazine devoted to African affairs which must have been one of the elements in President Nelson Mandela's gracious agreement to be interviewed at length in *AFRICA TODAY*'s maiden issue.

That was a tremendous initial fillip. Since then, *AFRICA TODAY* has gone on to provide exclusive interviews with several other world leaders including former President Olusegun Obasanjo of Nigeria, The Nobel Peace Prize Winner, Right Reverend Desmond Tutu, the former Archbishop of Cape Town, former President Kenneth Kaunda of Zambia, Chief Emeka Anyaoku,

former Commonwealth Secretary-General, Lord Howe, former UK Deputy Prime Minister and Foreign Secretary, Salim Ahmed Salim, Secretary-General of the Organisation of African Unity, Hassan el-Turabi, the Sudanese Islamic leader, former Biafran leader Emeka Ojukwu, Ibrahim Coomassie, former Inspector-General of Police in Nigeria, and Kenyan Opposition Leader Raila Odinga, to mention but few. It also conducted a very rare exclusive interview with the Nigerian legal octopus the late Chief Rotimi Williams.

## BENEFIT

*AFRICA TODAY* prides itself on its credibility as an independent journal of record for Africa and knowing Africa well. Essentially, it gives the authentic African view of Africa. 95% of its reporters, editors and commentators are Africans stationed in Africa reporting right from the source. Unlike other pan-African publications, *AFRICA TODAY* does not report Africa from London or Paris or any other western capital. It is the only pan-African newsmagazine with editorial bureaus across Africa, the largest of which are based in Lagos, Nigeria, and Nairobi, Kenya. Because our correspondents and writers are Africans and very well-known and connected within the continent, they have been able to report it's affairs with authority. It is this very authority, incisiveness and deep knowledge on African affairs that is the primary benefit to readers and advertisers alike. *AFRICA TODAY* thus provides any investor interested in the African market a strong platform to showcase their products and services. And for African governments, organisations and businesses an avenue to tell the world about their success stories.

However, what successes *AFRICA TODAY* can claim in the past years would not have been possible without the support of their main distributors the world over, all those companies who have advertised their products or services and the good work the Printers do for them.

*AFRICA TODAY* is looking forward to that continued support on all fronts.

**WEB SITE**

Over 405,000 visitors keep themselves informed visiting our website every week at  
[www.africatoday.com](http://www.africatoday.com) & [www.africatoday.org](http://www.africatoday.org)

**Banner Ad on each home page 700px x 50px COST: £695.00 per bi-month**

**ADVERTISING ENQUIRIES: UK/EUROPE/PAN-AFRICA:**

Robert Woodbridge, Kerry Marsh  
 International Publicity Services  
 27 Great Queen Street, London WC2B 5BB  
 Tel: 020 7404 6533 Fax: 020 7404 6544  
 Email: [ips@adafrica-ips.co.uk](mailto:ips@adafrica-ips.co.uk)

**MATERIAL DEADLINES**

Bookings deadline – One month prior to Publication  
 Copy deadline – Three weeks prior to Publication

**FIVE REASONS WHY YOU SHOULD ADVERTISE WITHIN AFRICA TODAY**

- Editorial Integrity/Reliability
- Readability
- Most Widely Read
- Fastest Growth

**BRANDS ADVERTISED IN AFRICA TODAY:**

ECOBANK, BMW, TOYOTA, KPMG, JOHNNY WALKER, NISSAN, LANDROVER, UPS, DHL, NIGERIA LNG LIMITED, CADBURY, SHELL INTERNATIONAL, CHEVRONTXACO, EXXONMOBIL, NNPC, INTER-CONTINENTAL HOTELS, HILTON, UNION BANK OF NIGERIA, DSTV, MTN South Africa, Virgin Nigeria amongst others, all chose *AFRICA TODAY* to carry their message

**PARTNERS:**

*AFRICA TODAY* is in partnership with several international businesses and organisations such as the Commonwealth Business Council, the International Telecommunications Union (ITU), the United Nations Conference on Trade and Development (UNCTAD), the World Petroleum Congress (WPC), the Leon Sullivan Summit, to mention but few.

If you wish to reach the people who shape opinion in Africa, then advertise within *AFRICA TODAY* – the magazine of their choice  
 Please visit our web site for more information: [www.africatoday.com](http://www.africatoday.com)

**ADVERTISEMENT RATES & DATA****Effective 2014****UK £ Sterling Rates**

Colour	£
Full Page	6290
Half Page	3900
Third Page	2600
Quarter Page	1950
Inside Covers	7720
Centre Spread	9600
Double Page Spread	8520
Outside Back Cover	10485
Spot Colour	Available on request.

**Black & White**

	£
Full Page	4700
Half Page	2925
Third Page	1755
Quarter Page	1475
Sixth Page	975

**US Dollar Rates**

Colour	\$
Full Page	11575
Half Page	7175
Third Page	4785
Quarter Page	3585
Inside Covers	14200
Double Page Spread	17665
Outside Back Cover	19295
Spot Colour	Available on request.

**Black & White**

	\$
Full Page	8645
Half Page	5385
Third Page	3230
Quarter Page	2715

**Series Discount:**

0 - 3 insertions Nil  
 4 - 6 insertions 5%  
 7+ insertions 10%

**Special Rates:**

Bleed premium: 15%.  
 Guaranteed position: 15%  
 Rates for inserts, special surveys and sponsored supplements on application.

**Agency Commission: 15%**

**Language:** English

**Print Run:** 45,946

**Published:** 3rd week of every month

**Frequency:** Monthly

**Copy:** 1st of month preceding publication

**Mechanical Details:**

Trim Size:	280 x 213mm
Type Area: Full Page	260 x 195mm
Half Page Vertical	260 x 97mm
Half Page Landscape	130 x 195
One Third Page	260 x 65
Quarter Page Vertical	130 x 97
Double Page Spread	260 x 386
Bleed:	3mm all round

**Digital:**

pdf format, created by Adobe Acrobat, high resolution, digital proof.  
 Cancellation: 60 days prior to publication.

**READERSHIP**

In excess of 200,000 monthly  
 (Among 7117 READERS) 65% Male - 35% Female - 75% Professionals  
 25% Students and Casual - 80% University educated  
 20% Secondary/technical education  
 Ages: 20-24 12% - 25-34 30% - 35-44 36% - 44-54 17% 54-Over 5%

# PUBLISHER'S STATEMENT

**six months ended June 2014** (Subject to Audit)

**CIRCULATION FIGURE: 36,800**

Individual Subscriptions:	3,645
Total copies in circulation	40,445
Total copies sold	30,400

**PRINT RUN : 40,445**

**READERSHIP: over 200,000**

## ANALYSIS OF TOTAL SALES AND DISTRIBUTION – JUNE 2014

### WEST AFRICA (Total 7,718)

Country:	Distributors	Total Circulation	Copies Sold
Nigeria	Newsstand Agencies	5,000	3,547
Ghana	Newsstand Agencies	2,000	1,089
Liberia	Newsstand Agencies	500	267
Chad	Newsstand Agencies	150	57
Cameroon	Newsstand Agencies	700	526
Cote D'Ivoire	Ed Presse	500	354
Benin	Newsstand Agencies	350	234
Niger	Newsstand Agencies	200	118
The Gambia	Newsstand Agencies	1,000	654
Sierra Leone	Newsstand Agencies	500	391
Senegal	Newsstand Agencies	250	199
Togo	Newsstand Agencies	250	142
Gabon	Newsstand Agencies	250	76
Equatorial Guinea	Newsstand Agencies	200	64

### SOUTHERN AFRICA (Total 7,100)

Country:	Distributors	Total Circulation	Copies Sold
South Africa	Magazine Circulation	4,000	3378
Malawi	Magazine Circulation	500	367
Lesotho	Magazine Circulation	250	117
Swaziland	Magazine Circulation	200	96
Mozambique	Magazine Circulation	100	41
Namibia	Magazine Circulation	300	158
Angola	Magazine Circulation	500	386
Zimbabwe	Munn International	2,000	1,511
Botswana	Magazine Circulation	500	297
Zambia	East African Standard	1,000	749

### EAST AFRICA (Total 4,981)

Country:	Distributors	Total Circulation	Copies Sold
Kenya	East African Standard	3,000	2,315
Sudan	East African Standard	500	383
Tanzania	East African Standard	1,000	867
Uganda	East African Standard	1,000	715
Ethiopia	East African Standard	1,000	644
Eritrea	East African Standard	200	57

### NORTH AFRICA (Total 104)

Country:	Distributors	Total Circulation	Copies Sold
Libya	Levant Int'l	000	000
Egypt	Levant Int'l	100	37
Algeria	Levant Int'l	100	25
Morocco	Levant Int'l	100	42

### CENTRAL AFRICA (Total 622)

Country:	Distributors	Total Circulation	Copies Sold
Congo B	FM Media	100	34
Congo K	Magazine Circulation	250	161
Rwanda	East African Standard	500	427

### REST OF THE WORLD (Total 6,230)

Country:	Distributors	Total Circulation	Copies Sold
United States	LMPI	2,000	1,699
Canada	LMPI	1,000	603
United Kingdom	W H Smith/Menzies	3,500	3,073
Germany	Higgs International	500	394
Austria	Higgs International	250	118
Japan	Higgs International	100	66
UAE	Higgs International	400	277

**TOTAL 36,800**  
**Individual Subscriptions 3,645**

**GRAND TOTAL OF COPIES IN CIRCULATION IN JUNE 2014 40,445**

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