

AFRICA[®]

Voice of the Continent

Today

MEDIA

pack

Voice of the Continent



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 its 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.

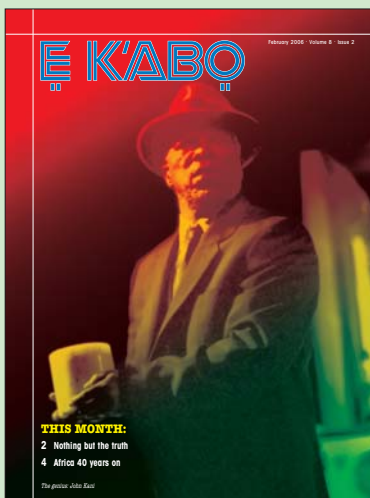


*Africa Today's Founder & Publisher,
Kayode Soyinka.*

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.

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.



*Kayode Soyinka with President Mandela
looking at the first issue of Africa Today*

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 not missed a single edition and consistency has been 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.



WEB SITE ADVERTS

RATES AVAILABLE ON REQUEST. OR FOR DETAILS VISIT OUR SITE: WWW.AFRICATODAY.COM

ADVERTISING ENQUIRIES: UK/EUROPE/PAN-AFRICA:

Carol Filby, AFRICA MEDIA INTERNATIONAL

Telephone +44 (0) 1229 776575

Email: carol.ibb@btinternet.com

Internet: www.btinternet.com/~carol.ibb

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

ADVERTISEMENT RATES & DATA

Effective July 2007

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 preceeding 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.
ISDN +44 1778 393 435 "Atten: Tracy Africa Today"
Cancellation: 60 days prior to publication.

2006 READERSHIP

In excess of 350,000 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 December 2006 (Subject to Audit)

CIRCULATION FIGURE: 42,770

Individual Subscriptions: 3,176

TOTAL COPIES IN CIRCULATION: 45,946

READERSHIP: 350,000

ANALYSIS OF TOTAL SALES AND DISTRIBUTION – DECEMBER 2006

WEST AFRICA (Total 17,570)

Country:	Distributors	Total Circulation
Nigeria	Newsstand Agencies	10,000
Ghana	Newsstand Agencies	3,000
Liberia	Newsstand Agencies	1,000
Chad	Newsstand Agencies	200
Cameroon	Newsstand Agencies	1000
Cote D'Ivoire	Ed Presse	200
Benin	Newsstand Agencies	220
Niger	Newsstand Agencies	300
The Gambia	Newsstand Agencies	500
Sierra Leone	Newsstand Agencies	700
Senegal	Newsstand Agencies	200
Togo	Newsstand Agencies	200
Gabon	Newsstands Agencies	50

SOUTHERN AFRICA (Total 8,150)

Country:	Distributors	Total Circulation
South Africa	Magazine Circulation	4,000
Malawi	Magazine Circulation	500
Lesotho	Magazine Circulation	300
Swaziland	Magazine Circulation	500
Mozambique	Magazine Circulation	200
Namibia	Magazine Circulation	300
Angola	Magazine Circulation	500
Zimbabwe	Munn International	500
Botswana	Magazine Circulation	750
Zambia	East African Standard	600

EAST AFRICA (Total 6,800)

Country:	Distributors	Total Circulation
Kenya	East African Standard	4,000
Sudan	East African Standard	500
Tanzania	East African Standard	500
Uganda	East African Standard	800
Ethiopia	East African Standard	500
Eritrea	East African Standard	500

NORTH AFRICA (Total 1,050)

Country:	Distributors	Total Circulation
Libya	Levant Int'l	300
Egypt	Levant Int'l	550
Algeria	Levant Int'l	200

CENTRAL AFRICA (Total 1000)

Country:	Distributors	Total Circulation
Congo B	FM Media	200
Congo K	Magazine Circulation	500
Rwanda	East African Standard	300

REST OF THE WORLD (Total 7,200)

Country:	Distributors	Total Circulation
United States	LMPI Canada	3,000
United Kingdom	W H Smith/Menzies	2,000
Canada	LMPI	1,000
Germany	Higgs International	500
Austria	Higgs International	250
Japan	Higgs International	50
U.A.E	Higgs International	400

AIRLINES (Total 1,000)

Virgin Nigeria	1000
----------------	------

TOTAL 42,770

Individual Subscriptions 3,176

GRAND TOTAL OF COPIES IN

CIRCULATION IN DECEMBER 2006 45,946

