

Media Kit 2022

**Over 50 years of authoritative reporting,
with unrivalled editorial excellence and
professional integrity**

OUR PLATFORMS



Magazines

- Readers: 250,000+
- Circulation: 27,000
- Distributed in 100+ countries, 14 airlines and key pan-African events



Website

- Unique monthly visitors: 66,000+
- Page monthly views: 75,000+
- 830,000+ impressions per month on Social Media



Weekly Newsletter

- 67,000+ Subscribers
- 46% C-level executives & senior management
- 2.8% average CTR

OUR AUDIENCE

With over 250,000 readers per issue, *African Business* is Africa's most respected and best selling monthly business magazine. In every issue of our award-winning publication, we interview Africa's leaders, prepare in-depth sector reports, provide unique country analysis, giving context and highlighting the African opportunity.

African Business is sold in over 100 countries. Our readers include affluent and cosmopolitan Africans, as well as investors and Africa watchers from all over the world.



OUR READERS

DECISION MAKERS

30%	are C-Suite executives
32%	are government officials
74%	have purchasing power

EDUCATED

80%	have a bachelor degree or higher
-----	----------------------------------

AFFLUENT

\$60,000- \$90,000	average household income
-----------------------	--------------------------

LOYAL

55%	have read <i>African Business</i> for 5+ years
-----	--

Figures based on internal reader survey

YOUNG

61%
OF READERS
ARE AGED
BETWEEN
18 AND 44

Since 1968, *African Business*
has been the most respected
source of analysis and debate
on African economic and
business issues

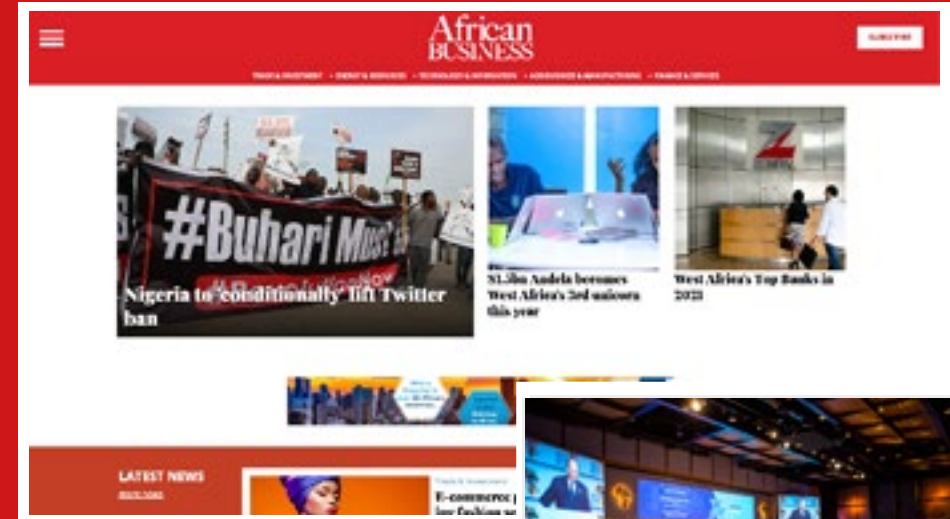
OPPORTUNITIES

Access over 250,000 high value readers in print, digital and engaging events.

Our audience are the influencers behind or leading decision-makers, across the African continent, from government to SMEs to large corporations.

We believe in collaborating with our clients to develop strategies and create exciting new ways of telling their brand stories via print content, native articles, videos and multi-media solutions to engage their audiences.

WEBSITE



MAGAZINE

NATIVE CONTENT

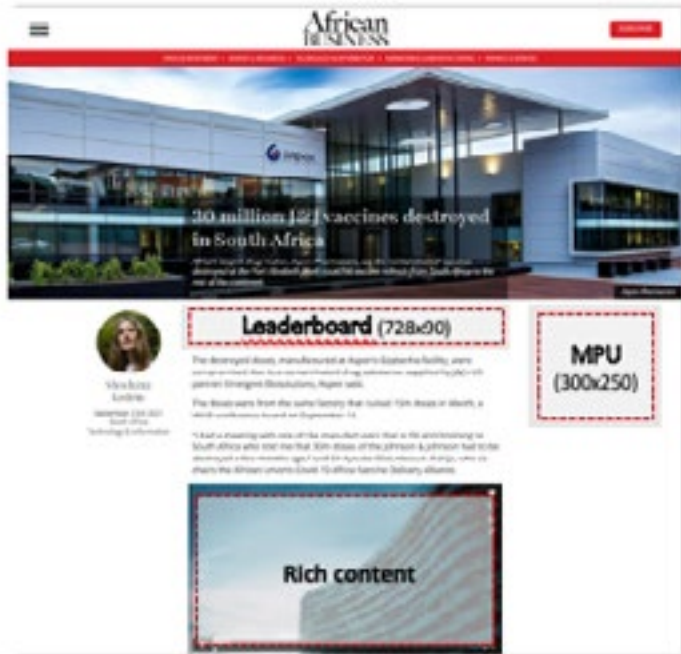
NEWSLETTERS

WEBINARS



ADVERTISING OPPORTUNITIES - WEBSITE

african.business In-depth analysis by world-leading industry experts.

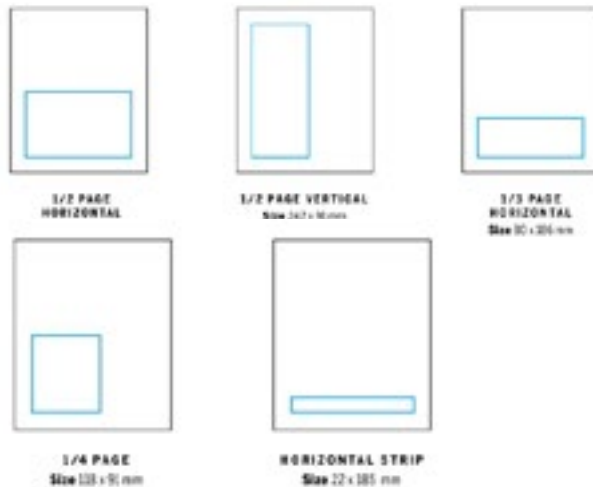


Product (GBP)	CPM	1 week	1 month
Leaderboard	79.95	840	2,500
MPU	44.95	450	750
Rich content	59.95	550	950
Mobile banner	44.95	450	750
Sponsored content			4,000

75,000+
page views

3m 52s average time spent per page

ADVERTISING OPPORTUNITIES - MAGAZINE



**250,000+
readers**

Distributed across 100+ countries,
14 airlines and key pan-African events

SIZE	COST GBP £
INSIDE COVER DOUBLE PAGE	22,900
DOUBLE PAGE STANDARD	19,500
OUTSIDE BACK COVER	13,900
INSIDE FRONT COVER	12,900
INSIDE BACK COVER	11,900
FULL PAGE	10,900
1/2 PAGE	6,500
1/3 PAGE	4,950
1/4 PAGE	3,950
BOTTOM STRIP	1,600

ADVERTISING OPPORTUNITIES - NATIVE CONTENT



Country Reports

Insightful analysis of the latest developments, challenges and opportunities of a specific country through in-depth interviews with business and government leaders, capturing a complete overview within a global context.



Sector-Specific Reports

Covering the latest news and trends affecting key sectors in Africa, our sector-specific reports give a complete overview of that sector, offering critical market analysis as well as vital insights from both industry experts and academics.



Rankings

Our must-read annual rankings and lists have become the industry standards in Africa. Our sector-specific rankings are developed in collaboration with trusted partners, and known for their unique reach, methodology and authority:

- Africa's Top Companies
- Africa's Top Banks
- Africa's Best Brands
- Africa's Employers of Choice



Bespoke Reports

We work with you to publish a tailor made report customised to your needs to help you communicate your brand message to your target audience.

The reports can be published in one or several of our portfolio of magazines, and can, if required, be translated and published in our French titles.

Each report includes 500 complimentary reprints.

Contact our team

Find out how we can help you tell your story with African Business, or explore our editorial calendar to see how you can get involved.

ADVERTISING OPPORTUNITIES - NEWSLETTER



Product (GBP)	1 week	2 weeks	1 month
Newsletter banner	1,500	2,700	4,500
MPU + text	2,150	3,870	6,450
Sponsorship (inc items above)	3,000	5,400	9,000

67,000+
subscribers

34% highly engaged with content

ADVERTISING OPPORTUNITIES - WEBINARS

Raise your brand profile • Generate business leads • Establish thought leadership

Engage African Business readers with thought-provoking discussions that highlight your expertise and raise your brand's profile. In partnership with IC Events, we will put together a programme showcasing your solutions and thought leadership. We will also recruit speakers and promote the event to an audience aligned with your business objectives.



1,448,822 impressions | 802 registered participants



215,917 impressions | 829 registered participants



495,136 impressions | 1,152 registered participants

Contact our team

Find out how we can help you tell your story with engaging webinars.

2022 EDITORIAL CALENDAR AND EVENT PARTNERSHIPS

ISSUE	RAW CONTENT DEADLINE	DISPLAY COPY DEADLINE	PUBLICATION DATE	COUNTRY REPORTS	SPECIAL REPORTS & RANKINGS	EVENTS
FEBRUARY 2022	14 January	21 January	02 February		Aviation	Harvard Business School Africa Day, Boston African Investment Conference, London
MARCH	11 February	18 February	02 March		Transport & Logistics Ghana Top Guide	ECA Conference of Ministers LSE Africa Summit, London
APRIL	11 March	18 March	30 March	Nigeria	Infrastructure Sustainable Finance	World Bank Spring Meetings, Washington DC Ibrahim Governance Weekend
MAY	5 April	12 April	27 April	Morocco	Mining Top Companies	London Business School Africa Summit, London Mining Indaba, Cape Town
JUNE	6 May	13 May	25 May	Rwanda	Top Brands	CHOGM African Banker Awards AfDB Annual Meetings Afreximbank Annual Meetings
JULY	10 June	17 June	29 June	Kenya	Energy	Africa Energy Forum Nigeria Oil & Gas, Abuja
AUGUST/SEPTEMBER	15 July	22 July	3 August	Mauritius	Agribusiness	African Green Revolution Forum (AGRF) UN General Assembly Africa Singapore Business Forum Invest Africa – the Annual Debate
OCTOBER	9 September	16 September	28 September	South Africa	Oil & Gas Top Banks	African Energy Week Nigeria Economic Summit, Abuja IMF / WB Meetings, Washington
NOVEMBER	7 October	14 October	26 October	Angola	Tech & Telecomms	Africa Investment Forum, Johannesburg Africatech Festival, Cape Town Brazil-Africa Forum Africa Oil Week IATF
DECEMBER/JANUARY	11 November	18 November	30 November	Egypt	Trade Employer of Choice	World Economic Forum, Davos African Union Summit, Addis Ababa

To learn more about advertising opportunities with African Business
Please contact: advertising@icpublications.com

2022 PRINT ADVERTISING (EURO/DOLLAR)

PRINT	EURO €	US \$
INSIDE COVER DOUBLE PAGE	28,900	33,700
DOUBLE PAGE SPREAD	25,100	29,100
OUTSIDE BACK COVER	17,100	20,100
INSIDE FRONT COVER	15,200	17,900
INSIDE BACK COVER	14,100	16,500
FULL PAGE	13,300	15,000
1/2 PAGE	7,100	9,100
1/3 PAGE	5,700	6,900
1/4 PAGE	4,700	5,300
BOTTOM STRIP	1,700	2,300