

africaninvestor

Communicating
Africa's
Investment
Potential

PUBLISHING

EVENTS

ONLINE

TV

RESEARCH

DATA

ACADEMY

media
pack

2008

What do
Africa's
leading organisations
have in common ?

africainvestor



Vision & Mission

Our Vision: A thriving African business sector, growing and contributing to socio-economic growth

Our Mission: To raise awareness and improve perceptions of Africa amongst the business and investment communities

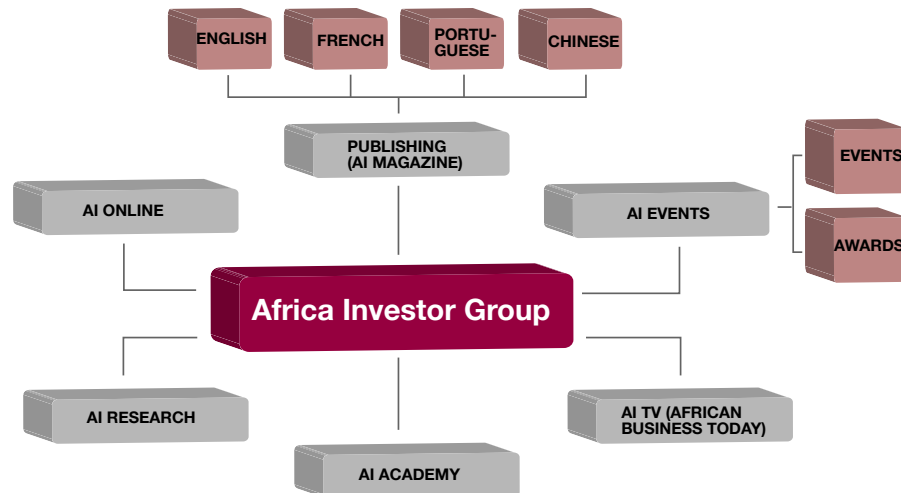
Our Aims:

- Gain a share of the international media voice for Africa
- Increase investment into Africa
- Encourage and facilitate responsible business in Africa

Ai Structure & Products

Africa investor (Ai) is one of Africa's most respected multimedia investment communication platforms. It supplies investors and policy makers with news and information on Africa's investment environment and sheds light on issues that inform investment decisions.

Ai works across the publishing, internet, television, research and events platforms to deliver fully integrated communications solutions for its clients.



Ai Magazine Africa investor is the premier investment title for decision-makers across the continent. Providing extensive news, comment and analysis, the magazine has a bi-monthly circulation of 47,000 and readership of more than 200,000 worldwide per issue. It is published in English, French, Portuguese and Mandarin.

Ai Events Africa investor Events organises high-profile conferences, summits, roundtables, investor briefings, seminars and evening receptions.

Ai Awards The Africa investor Awards are unique annual pan-African business and investment Awards that recognise and reward the achievements of the public and private sector across wide-ranging sectors and disciplines. Awards include Tourism Investor Awards, Index Series Awards, Infrastructure Awards, and the flagship Investment Awards.

Ai.com News The Ai news portal provides daily sector-by-sector coverage of the latest developments in business, FDI, politics and development. A round up of the days trading on Africa's biggest bourses and the latest currencies, commodities and bond prices can be found on the Markets pages.

Ai Newswire Ai Newswire is an exclusive web based news distribution service assisting African companies to secure international media coverage. Using Ai Newswire, companies can direct their press releases and announcements to a wide range of critical audiences globally, including analysts, fund managers, the media, the investment community, government decision-makers, and the general public.

Ai Index The Ai Index Series provides weekly tracking of Africa's top companies from across sixteen stock exchanges in the form of the Ai 40 Investor's Index and the Ai100 Index.

Ai Broadcast Ai TV runs Africa Business Today (ABT), a daily TV programme broadcast within and outside Africa. ABT increases the quantity and quality of information surrounding Africa – becoming a catalyst for increasing economic activity on the continent.

Ai Research Ai's research division provides market intelligence through the Ai 40 Index and its weekly commentary, the Ai Newswire, bespoke research reports and market entry surveys.

Ai Academy As part of its Corporate Social Investment policy Africa investor established the Ai Academy in partnership with TriMaster Southern Africa, an affiliate of TriMaster BV. The Ai Academy, to provides valuable information, networks and training to key decision makers working with in, into and with Africa.

Africa investor Magazine

EDITORIAL PROFILE



News – news briefs categorised by region covering the latest development in business and FDI

Features – vary from broad-ranging discussions of management theory to highly detailed analysis of financial performance and prospects

People – major personalities from the corporate and development worlds profiled

Trade – regions and markets profiled in depth to showcase investment opportunities and growth prospects with Africa’s trade partners

Sectors – objective assessments of the competitive environment, opportunities, pitfalls and overall investment activity in an industry

Development Finance Institution Focus – profiling a development financing body in depth to review its potential for lending and investing in Africa

Special Reports – extensive analysis of topical issues produced in partnership with international business, governmental and development organisations

REGULAR SECTIONS



Investment Climate Update

Debate on international policy and research from development agencies, investors and the public sector



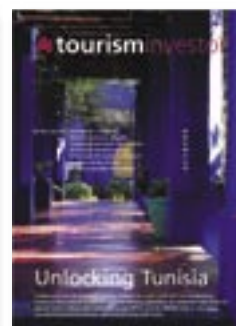
Investing & Finance

News, features, interviews and expert opinions from the fund management and private equity, corporate finance and retail banking fields



Infrastructure Investor

Comprehensive focus on infrastructure projects and PPPs backed up with stakeholder analysis and expert opinion



Tourism Investor

A far-reaching view of the business traveller industry provided by location studies, news briefs and commentators



Ai Index Series

Essential economic and financial data on Africa’s capital markets for the global financial community

Africa investor Magazine

CIRCULATION, DISTRIBUTION & READER PROFILE

English

Print run: 30,000 copies

Distribution: Ai utilises a variety of distribution channels, from targeted distribution through to brand building and awareness distribution:

- Loyal and growing subscriber base
- Controlled circulation
- Newsstand
- In-flight

Subscription and controlled circulation

- A print run averaging 30,000 copies per issue – accessing international investors with an interest in Africa's commercial development
- Our subscription and controlled circulation is estimated at 39,000 readers per issue – a total of 234,000 readers per annum
- Distributed to paying subscribers at senior executive and management level in global companies and development institutions in 30 countries
- Corporate subscribers include: Actis, ADB, Barclays, DBSA, Deutsche Bank, IDC, IFC, Investec, KPMG, Mauritius Commercial Bank, Merrill Lynch, Oceanic Bank, Renaissance Capital, Shell Nigeria, Standard Bank, Standard Chartered Bank, Stanlib, Zenith

Newsstand

- Abu Dhabi
- Australia
- Bahrain
- Canada
- Dubai
- Egypt
- Germany
- Holland
- India
- Kenya
- Kuwait
- Mauritius
- Nigeria

- Singapore
- South Africa
- Sweden
- Taiwan
- USA
- Zambia

Coming up by end 2008

- Lesotho
- Malawi
- Mozambique
- Namibia
- Swaziland
- Zimbabwe

In Flight Agreements

Ai has exclusive in flight agreements with the following airlines:

- Aero Contractors (Ai is the in-flight magazine for Aero Contractors, and through this network accesses 960,000 passengers per year in Nigeria and the west African sub region)
- Virgin Nigeria (Business Class and Lounges)

Distribution summary

This means Africa investor can boast an international circulation per issue of 200,000 – and an annual figure of over 1.2 million readers.



French

Print run: 10,000 copies

Distributed through the following channels:

- **Newsstand:** France, Tunisia, Morocco & Belgium
- **Controlled circulation:** Algeria, Cameroon, Gabon, Republic of Congo and Senegal
- **Subscribers:** paying subscribers at senior executive and management level in Francophone Africa and France
- **Conferences:** present at leading investment conferences on francophone Africa
- **Hotels:** main hotels in Cote d'Ivoire

Portuguese

Print run: 10,000 copies

Distributed through the following channels:

- **Newsstands:** Angola (though Africana), Mozambique and Portugal. Future newsstand distribution including Brazil, Sao Tome and Principe and Cape Verde by end 2008
- **Subscribers:** paying subscribers at senior executive and management level in lusophone Africa, Portugal and Brazil
- **Conferences:** present at leading investment conferences on Lusophone Africa
- **Hotels:** main hotels in Luanda and Maputo
- **Airlines:** distributed in flight and business class lounges of TAAG

Chinese

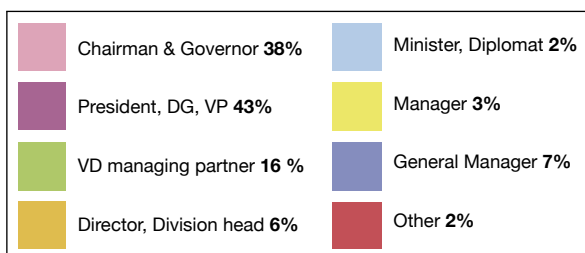
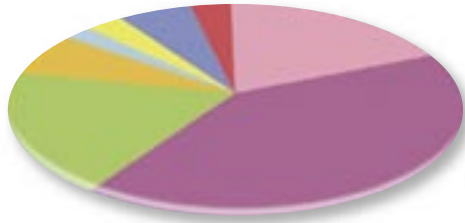
Print run: 10,000 copies

Distributed through the following channels:

- **Controlled circulation:** to senior board level Chinese investors, developers, financiers, consultants and analysts, infrastructure companies, management companies and government officials in China and abroad.
- **Newsstands:** Beijing, Hong Kong and Shanghai by end 2008

Reader Profile

Read by executives in multi-nationals, financial institutions, multilateral agencies and government ministries. Within their industry sector Ai readers are the board-level policymakers influencing investment and trade in Africa



We can work with you to produce issue-based thought leadership editorial that reflects your priorities and demonstrates your commitment to investment and development on the continent

Client Services & Rate Card

Single page and campaign advertising – Strengthen the impact of your campaign and raise brand visibility by displaying it in a series of editions

Sponsored advertorial – We can work with you to produce issue-based thought leadership editorial that reflects your priorities and demonstrates your commitment to investment and development on the continent

Country and special reports – Place your messaging within targeted location studies to position yourself as a leader in your market and region

Section sponsorship – Utilise one of our targeted content sections – finance, investment climate, infrastructure, tourism or markets – and maximise your brand visibility among the experts in your industry

Classifieds, tenders and job vacancies – Take advantage of our multiplatform print and online advertising service to access the cream of Africa's investment talent

Inserts – Flyers, leaflets, CDs, belly bands, promotional gifts or cover mounted items can differentiate your campaign for the others.

Rate Card

ENGLISH & CHINESE

The rates per issue for the English and Chinese language editions are as follows:

Positions & Issues Booked	x 1	x 3	x 6
Outside back cover	£11,400	£9,700	£8,550
Inside front cover	£8,150	£6,950	£6,110
Inside back cover	£7,800	£6,650	£5,850
Opening double page	£14,200	£12,100	£10,650
Double page	£12,400	£10,540	£9,300
Single page	£6,500	£5,500	£4,880
Half page	£3,900	£3,320	£2,900
1/3 page	£2,850	£2,425	£2,140
Bottom page strip	£1,350	£1,150	£1,015

NB: Exclusive of agency commission

FRENCH & PORTUGUESE

The rates per issue for the French and Portuguese language editions are as follows:

Positions and Issues Booked	x1	x3	x6
Outside back cover	£5,700	£4,850	£4,270
Inside front cover	£4,075	£3,475	£3,055
Inside back cover	£3,900	£3,325	£2,925
Opening double page	£7,100	£6,050	£5,325
Double page	£6,200	£5,270	£4,650
Single page	£3,250	£2,750	£2,440
Half page	£1,950	£1,660	£1,450
1/3 page	£1,425	£1,213	£1,070
Bottom page strip	£675	£575	£508

NB: Exclusive of agency commission

BOOKING MULTIPLE LANGUAGE ISSUES

For multiple language issues, please add on the following supplements

French	30 %
Portuguese	30 %
French & Portuguese	50 %
Chinese	70 %
Chinese & French	90 %
Chinese & Portuguese	90 %
All Issues	100 %

MATERIAL FORMAT & DEADLINES

File format

Please supply material as a full size **PDF**, **EPS** or **JPG** file. Files must be **high** resolution / print resolution of **300DPI**.

Size

Advert	Full size dimensions INCLUDING BLEED (In mm, w x h)	Dimensions WHEN TRIMMED (In mm, w x h)
Single page A4	216 x 303	210 x 297
Double page A3	426 x 303	420 x 297
Half page vertical	111 x 303	105 x 297
Half page horizontal	216 x 154	210 x 148

Full size means that for A4 the printable area measures 297 x 210mm with cut-marks and 3mm extra bleed all round.

Bleed

Bleed must be **three millimetres** included on all advertisements on all sides. Cut marks should be included and offset by 10pt.

Fonts

All fonts must be embedded.

Colour

Files should be saved as **CMYK**.

No RGB or CIE LAB.

No calibration or profiles should be applied.

Advertising copy deadlines

Edition	Advertising Deadline	Publication Date
Jan-Feb 08	Fri 7 Dec 08	Mon 19 Dec 08
Mar-Apr 08	Wed 6 Feb 08	Mon 18 Feb 08
May-June 08	Wed 9 April 08	Mon 21 April 08
July-Aug 08	Mon 9 June 08	Mon 23 June 08
Sept-Oct 08	Mon 11 Aug 08	Fri 22 Aug 08
Nov-Dec 08	Wed 8 Oct 08	Mon 20 Oct 08
Jan-Feb 09	Mon 8 Dec 08	Fri 19 Dec 08

BENEFITS OF ADVERTISING WITH US

Africa investor is uniquely positioned to benefit advertisers.

- Reaches a qualified global readership at a fraction of international prices
- The only international investment title speaking directly to Africa's inward investment decision makers
- High quality editorial content that improves relevance and impact of advertising message
- Tightly controlled circulation that ensures targeted reach and minimises advertising wastage
- Tailored communications solutions created and developed with Ai consultants to match client's needs

Ai Events

Africa investor Events (Ai Events) division is a leading provider of premium quality events, established to leverage Africa investor's unique industry insights to assist clients in equipping their organisations to be successful in the fast evolving world of African business.

Whether you are looking for a bespoke in-house tailored training forum or a conference with a particular sectoral or regional focus, each of our events are forensically researched with leading global practitioners and industry experts to ensure optimal transfer of practical knowledge on the hottest developments in your market place.

Our cutting-edge thought leadership and eminent speakers will provide you with the most up-to-date knowledge on all the major industry changes sweeping through the African continent, encompassing the latest technological advances, regulatory reforms, industry codes and new developments impacting your sector. Designed to meet the requirements of senior market practitioners, our events are an exceptional opportunity to learn from our unparalleled practitioners' network in a highly interactive environment resulting in lasting business relationships for your organisation.

Ai Events provide groundbreaking strategies and technical expertise in both business functional areas and vertical markets. Whether it is:

- Investment and the investment climate
- Capital markets
- Infrastructure investment and project development
- Tourism investment
- Human resources and talent management

For profiles of upcoming and past Africa investor events as well as a comprehensive listing of all major conferences addressing trade, investment and development in Africa, visit our events calendar.



Investment & the Investment Climate

Ai Investment Climate Summit

A smart, predictable investment climate is critical to developing a vibrant private sector in Africa capable of creating sustainable jobs, trading within the continent and domestically producing competitive high quality goods and services for domestic consumption and global markets. A number of donor initiatives exist to promote investment policy reforms but there remains a need for businesses operating in Africa to interact with these programmes and policy makers from African governments to work through investment climate issues and specific regulatory bottlenecks stifling important investment projects. Positive investment news from Africa is rarely reported by

These Awards reward exceptional business practices, economic achievements and investments across the investment spectrum in Africa including Smart Regulation, Best Initiative in Support of the Millennium Development Goals, Carbon Finance Initiative of the Year, Sustainable Investing in Africa and Businesswoman of the Year amongst others. In addition to business success, the awards emphasise responsibility towards society and good corporate citizenship.

Capital Markets

Ai IPO Summit

In 2007 Africa investor and the Johannesburg Stock Exchange (JSE) co-hosted a one-day investor roundtable bringing

We have a track record of organising events ranging from small networking dinners, launches and meetings to large conferences

Western media organisations. To attract more investment, Africa needs to raise its investment profile, by showcasing genuine examples of outstanding investment leadership and success.

The Ai Investment Climate Summit is a NEPAD Business Group Forum designed to facilitate action to highlight and address specific investment climate challenges and shed light on Africa's investment success stories.

Ai Investment Awards

The Ai Investment Climate Summit will coincide with the Africa investor Investment Awards which will take place the first evening of the Summit at a gala dinner ceremony.

together blue chip African companies and institutional investors from across South Africa to explore investment opportunities. This year, we plan to grow this initiative to include a pre-roundtable IPO Summit. This IPO summit will allow investment professionals, capital markets experts and corporate leaders to engage each other on a subject that is going to determine the growth in regional equity capital markets. With large IPOs in the pipeline across many African markets, the need for professionals to share information and network with each other is more important than ever. This summit is therefore the perfect platform for this. It represents a unique opportunity for the senior management of leading African companies to engage South Africa's largest institutional emerging market investors in a cost effective and meaningful manner.

ATTENDEE AT LAUNCH RECEPTION OF AI INDEX CVS SUMMIT AT THE NEW YORK STOCK EXCHANGE



MR RANSOME OWAN AND DR MRS CECILIA IBRU OF OCEANIC BANK WITH DR ALHAJI BAMANGA TUKUR AT THE AI PROJECTS SUMMIT IN LAGOS



Ai Index Series Summit in Association with the NYSE Euronext

In 2007 African stock exchanges were among the best performing in the world, and represent a vastly underutilised investment option for international investors. African equities have provided impressive dollar returns over the last several years, offer a superior risk/return profile unaffected by trends in more developed markets, and have very attractive Price/Earnings ratios. These and other trends have been increasing interest in developing and deepening Africa's capital markets further. The Ai Annual Index Summit aims to profile African companies and the institutional investment community to various global investors.

Ai Index Awards

Linked to the performance of its highly successful Ai100 and Ai40 investors' indices, Ai has developed the annual Ai Index Series Awards, a set of awards that recognise stock exchanges, listed companies, fund managers, stockbrokers and research analysts that follow African equities. The Ai Index Awards are unique annual pan-African business and investment Awards that recognise and reward the achievements of the public and private sector across wide-ranging industries and disciplines.

Ai Index Series Round Table Events

Ai also hosts a series of roundtables with leading African stock exchanges (the JSE, NSE, CASE, and Nairobi SE) that provide unique networking and information sharing opportunities for global emerging market investors to meet brokers and African company CEOs.

Infrastructure Investment & Project Development

Ai Nigeria Infrastructure Projects Summit

This event follows the successful 2007 Africa investor Projects Summit, when a number of investible infrastructure project opportunities were identified and matched with investors. The Summit generated so much interest we were invited and undertook to host a Nigeria-specific Projects Summit to advance a number of major infrastructure

investment opportunities in Nigeria particularly state projects. The Africa investor Nigeria Projects Summit will bring together decision-makers from Africa's institutional investment community to engage with infrastructure project sponsors, financiers, infrastructure funds, state governors, arrangers and developers interested in Nigerian projects.

Ai Pan Africa Infrastructure Investor Projects Summit

Following the success of the Projects Summit last year, Africa investor will be holding this year's Pan Africa Infrastructure Investor Projects Summit in Johannesburg, South Africa. The summit will promote interaction between the participants and foster business relationships between, developers, contractors, infrastructure funds, project financiers and civil engineering consultants, to advance investible transport, ICT, power, telecommunications, power and energy and mining infrastructure project business opportunities in Africa.

Alongside the Summit, investors in Africa's fast-growing infrastructure sectors have a new platform to measure their performance against thanks to the launch of the Ai Infrastructure Investor Awards. These will be held at a gala evening ceremony.

Ai Infrastructure Awards

Ai Infrastructure Awards 2008 will be the most comprehensive African infrastructure investment awards to reward stakeholders involved in the provision of infrastructure, including project sponsors, developers, providers of finance and law firms instrumental in setting up deals.

Tourism Investment

Ai Tourism Investor Projects Summit

Ai launched its inaugural Tourism Investor Events series in Johannesburg, South Africa this year; with its successful Tourism Investor Awards ceremony. This was attended by the South African Minister of Environment and Tourism, the Hon Marthinus van Schalkwyk, and H.E. Onkokame Kitso Mokaila, Minister of Environment, Wildlife and Tourism of Botswana alongside major international hotel

AFRICA INVESTOR CONFERENCES AND EVENTS PROVIDE EXCELLENT NETWORKING OPPORTUNITIES



DELEGATES FOLLOW PROCEEDINGS AT AI EVENTS



investors and transport operators from across the continent.

The 2009 Ai Tourism Investor Projects Summit is to be held in February 2009 in South Africa and will be a two day conference showcasing and matchmaking a wealth of investible resort and hotel projects, tourism infrastructure projects, 2010 World Cup investment opportunities including travel and transport related investment projects from each corner of the continent.

Ai Tourism Investor Awards

The Ai Tourism investor Awards have been organised to recognise excellence and achievements in Africa's tourism industry across all markets.

Human Resources

Ai African Talent Management Summit

In today's global business community, the capacity to have the right talent in the right place, at the right time and at the right cost is becoming a key differentiator of success and African corporates need to know how to deal with this challenge. A common denominator in many African markets is the lack of skilled staff, and identifying and retaining the best talent is one of the biggest challenges that corporate and governments in Africa face. The economic impact of talent acquisition and mobility on an organisation is enormous. Understanding and being able to calculate total corporatespendandopportunitycostsoftalentacquisitionand mobility will enable executives to articulate its significance to the overall corporate budget. This summit aims to bring together HR specialists , training & development and talent management experts among others to debate the current issues and look at how best to apply some strategies in order to implement long-term development of performance of businesses across Africa.

Other events

Africa investor has a longstanding events capability and can cater for any event needs your organisation has. We have a track record of organising events ranging from small networking dinners, launches and meetings to large conferences for NEPAD, the UN and the Corporation of London. The events team is staffed by professionals with extensive experience of working with African governments and the private sector.

Events calendar 2008

- **Ai Nigeria Infrastructure Investor Projects Summit:** 16-17 June 2008, Abuja, Nigeria
- **Ai IPO Summit in association with Johannesburg Stock Exchange (JSE):** 6 August 2008, Johannesburg, SA
- **Ai Investor Roundtable:** 7 August 2008, Johannesburg, SA
- **Ai Index Series Summit in association with New York Stock Exchange (NYSE) Euronext:** 15 September 2008, New York, USA
- **Ai Index Series Awards (NYSE):** 15 September 2008, New York, USA
- **Ai Roundtable with Cairo Alexandria Stock Exchange (CASE):** October 2008, Dubai, UAE
- **Ai Investment Climate Summit:** 27 – 28 October 2008, SA
- **Ai Investment Awards:** 27 October 2008, SA
- **Ai Pan Africa Infrastructure Investor Projects Summit:** 10 – 11 November 2008, Johannesburg, South Africa
- **Ai Infrastructure Awards:** 10 November 2008, Johannesburg, South Africa
- **Ai Talent Management Summit:** November 2008, Cape Town, SA
- **Ai Tourism Investor Project Summit and Tourism Investor Awards:** February 2009, Johannesburg, SA

Sponsorship opportunities

Sponsorship opportunities present your organisation with an unrivalled opportunity to demonstrate its commitment to Africa. It also presents key networking opportunities attracting the glitterati of African business community. Previous sponsors have included some of the worlds leading companies such as Allim, AMSCO, Barclays, Celtel, Citi, Coca-Cola, Microsoft, MTN, Nedbank Capital, Nestle, Oceanic Bank, Oracle, PricewaterhouseCoopers, Standard Bank, Virgin Atlantic and Zenith Bank.

The package range includes:

- Platinum Sponsor
- Gold Sponsor
- Lunch Sponsor
- Cocktail Sponsor
- Dinner Sponsor
- Category Sponsor (Awards only)

Sponsorship packages include levels of branding opportunities at the event, speaking opportunities and additional delegate passes.

Sponsorship rate card

Event						
Ai Index Awards				£15 000	£20 000	£15 000
Ai Index Series Roundtable with CASE	£25 000	£15 000	£10 000	£10 000	£15 000	
Ai Index Series Summit + NYSE Euronext	£50 000	£30 000	£15 000	£15 000	£20 000	
Ai Infrastructure Awards				£10 000	£15 000	£15 000
Ai Investment Climate Summit	£30 000	£20 000	£15 000	£15 000		
Ai Investment Awards				£15 000	£20 000	£20 000
Ai IPO Summit & JSE Roundtable		£20 000		£10 000	£15 000	
Ai Nigeria Infrastructure Projects Summit	£25 000	£15 000	£10 000	£10 000	£15 000	
Ai Pan Africa Infrastructure investor Projects Summit	£30 000	£20 000	£15 000	£15 000		
Ai Talent Management Summit	£25 000	£15 000	£15 000	£15 000		
Ai Tourism Investor Awards				£10 000	£15 000	£15 000
Ai Tourism Investor Projects Summit	£25 000	£15 000	£10 000	£10 000		



Ai.com

YOUR MULTIMEDIA PARTNER

Africa investor is one of Africa's most respected international media brands.

www.africa-investor.com brings this same ethos to the web ensuring high editorial standards delivering real time information on web and video.

All the sections of the website are free to users except magazine articles and archives, which are available to paying subscribers only.

Ai.com offers a wide range of advertising solutions. Our goal is to provide integrated communication solutions to an audience of senior level decision makers and consumers in business, finance and development. Through its benchmark Ai40 and Ai100 indices and relationships with analysts, fund managers, investment managers, institutional investors and financial professionals, Ai.com represents the ideal platform to take your message directly to investors in Africa and across the globe.

Online profile

News – The latest stories that affect African business and economies

Markets – A round up of the days trading on Africa's stock exchanges including information on currencies, commodities and global markets

Country briefings – In-depth fact-sheets for African countries. Read economic data, investor information and competitiveness surveys as well as business news coverage on the country

Ai Newswire – Ai Newswire is a web based information distribution service. Using Ai Newswire, organisations can reach a variety of critical audiences including analysts, fund managers, the news media, the investment community, government decision-makers, and the general public with their press releases and other announcements

Ai Index Series – Full listings of Africa investor's weekly Ai40 and Ai100 indices plus analysis of best and worst performers and detailed profiles

Magazine – Selected articles from the current issue of the Africa investor magazine. It includes an archive of previous editions in a searchable format

Events – Comprehensive listings for all major conferences addressing trade, investment and development in Africa

Awards – The latest information on the Africa investor Awards including information on how to enter and profiles of winners and judges

Television – Ai TV is Africa's first free business internet TV channel providing news and information on Africa's financial markets. The channel showcases Africa's best business TV programming to an international audience of investors and decision makers

Resources – A comprehensive list of useful web links to the sites of banks, multinationals and corporate groups

Classifieds – Listings of jobs, business opportunities and tenders on offer, with a facility to add your classified to source suppliers, staff or deals from the cream of Africa's investment community



THE AI NEWS PORTAL PROVIDES DAILY SECTOR-BY-SECTOR COVERAGE OF THE LATEST DEVELOPMENTS IN BUSINESS, FDI, POLITICS AND DEVELOPMENT.



A ROUND UP OF THE DAYS TRADING ON AFRICA'S BIGGEST BOURSES AND THE LATEST CURRENCIES, COMMODITIES AND BOND PRICES CAN BE FOUND ON THE MARKETS PAGES.



AFRICA-INVESTOR.COM OFFERS A WIDE VARIETY OF ADVERTISING UNITS FOR CUSTOMERS TO CHOOSE FROM.



OUR GOAL IS TO GIVE CUSTOMERS THE FLEXIBILITY TO RUN DYNAMIC CAMPAIGNS THAT INFLUENCE OUR READERS.



Client Services & Rate Card

Advertising and sponsorship opportunities

There are a variety of ways to advertise on africa-investor.com.

Our goal is to give customers the flexibility to run dynamic campaigns that influence our readers.

- **Banner advertising**
- **Daily Briefing**
- **Classifieds**

Banner advertising

africa-investor.com offers a wide variety of advertising units for customers to choose from on the homepage, or any other individual page.

Contact africa-investor.com for a bespoke quote to match your requirements.

Advert	Size (pixels)	Homepage	Other Page
Masthead banner	468 x 60	£1,000	£700
Skyscraper banner*	160 x 600	£600	
Banner	234 x 234	£900	£600
Mini Banner	234 x 60	£750	£400

* Newswire only www.ainewswire.com

All banner placements, aside from those on the homepage, are subject to the following discounts

3 – 5 Pages:	10%
6 – 8 Pages:	20%
9 or more Pages:	30%

* All prices are monthly and exclude VAT.

Daily Briefing

The Africa investor Daily Briefing is an essential round-up of pan-African news covering banking finance, companies and markets, infrastructure, mining and energy, manufacturing, agriculture, politics and economy, aid and development, as well as events.

Advertising your event or company announcement in the Daily Briefing costs £100 per week

Classifieds

Advertisers can post their own classified advertisement, vacancy or business announcement online to source suppliers, staff or deals from the cream of Africa's investment community

Duration	Rates
1 month	£200
3 months	£500
6 months	£800

Ai Newswire – Investor Relations

Are you looking to get your company news and financial results distributed professionally to the world's media financial community and consumers? Submit your press releases to Ai Newswire and we will do the rest.

Ai Newswire is an exclusive web based news distribution service assisting African companies to secure international media coverage.

Companies can direct their press releases and announcements to a wide range of critical audiences globally, including analysts, fund managers, the news media, the investment community, government decision-makers, and the general public.

Your own dedicated press office

Newswire clients also receive their own dedicated press office within the Ai Newswire website which is an essential resource for the financial media when sourcing corporate news and announcements on Africa's leading companies.

Global distribution

Your press releases, corporate broadcast clips and annual results announcements will be distributed via the largest news aggregators present on the worldwide web. These include:

AcquireMedia
Comtex
Dialog
Factiva
FT.com
LexisNexis

MarketWatch
NewsTex
ProQuest
Thomson Gale
Thomson West
TrackData

Ai investor relations package

Communicate your brand and equity value effectively to investors and senior business audiences.

Investor relations at its simplest level involves communicating regularly with investors and potential investors to ensure that they remain informed about your company's news and financial performance.

Ai Newswire is the essential foundation of your investor relations campaign, providing a convenient and user-friendly tool for corporate affairs and PR managers to instantaneously disseminate information on their company to the relevant audience.

To post a press release simply log in to Ai Newswire using your personal username and password. The press release is relayed to financial news aggregators worldwide, providing immediate access to an international audience of private and institutional investors who regularly consult these sites for their content on emerging market companies.

Rate Card £500 per month

ABT is an opportunity for business partners to profile their commitment to promoting Africa as a global investment destination.



Ai TV

Africa investor develops and distributes innovative TV concepts for companies seeking to reach institutional investors within and outside the continent.

One such concept is Africa Business today, a programme concept created for NEPAD to respond to Africa's low investment profile which is constraining private sector development in Africa. Africa Business Today (ABT) is a daily TV programme that will broadcast within and outside Africa.

ABT is an opportunity for business partners to profile their commitment to promoting Africa as a global investment destination. ABT increases the quantity and quality of information surrounding Africa – becoming a catalyst for increasing economic activity on the continent.

ABT will drive commercial activity and expand the profile of the sponsor with the people that matter most. ABT creates “a daily appointment to view” with an audience of top level executives and decision makers in the business, government and non-profit sectors in both Europe and Africa.

Editorial objectives

- To create the “programme of record” on African business for Europe, Africa and the international airline market
- To improve the quality and quantity of information and debate – a key to increasing awareness and economic activity
- To report on Africa's success stories of local and international investments and to attract more

- To debate and highlight key development and public policy issues as well as international initiatives which affect anyone doing business in Africa

- To profile and interview top African and international business and political leaders

- To track significant foreign direct investments made by major companies and other important players in Africa.

Format

ABT will be a 30-minute daily business television magazine:

00:00	Titles and sponsor billboards
01:00	Business news bulletin
07:00	Market report (Stock exchanges, currencies, Ai40, company results)
12:00	Ad break 1
14:00	Analyst commentary
16:00	Face-to-face (CEO interview segment)
21:00	Ad break 2
23:00	Business feature story (Management, technology, personal finance etc)
26:00	Commodities update
27:00	Weather for business travellers
28:00	Next day diary / Look ahead
29:00	Closing titles and sponsor billboards

ABT increases the quantity and quality of information surrounding Africa – becoming a catalyst for increasing economic activity on the continent.

Distribution

Pan-African distribution (Satellite)

Primary distribution via satellite to millions upper-income homes, businesses and hotels in 53 countries Africa-wide via PAS-10 and EutelSat W4 and M-Net Africa/M-Net Africa Magic (PAS-10, Eutel Sat 4)

DSTV through Summit TV – a leader in business news television in Southern Africa, breaking the major stories of the day and providing up-to-the-minute market information as well as detailed analysis and interviews with business leaders. 180,000 unique viewers from 9 and 10 LSM income group

Nigeria via satellite through HiTV and Trend TV
– 100 000 subscribers + terrestrially AIT and NTA

Pan-African distribution (Terrestrial)

Ghana (GBC, TV3)

Zambia (ZNBC),

Namibia (NBC)

Tanzania (Independent TV)

South Africa (SABC)

Nigeria (BCA)

Kenya (KBC)

Mauritius (London Satellite Systems)

Uganda (Uganda TV)

Other

Zambia – on MobiTV in Lusaka – launch phase

Ghana – through Net2TV in Accra

International distribution

Sky Channel (BEN TV on Astra 2 – principally Diaspora audiences in Europe and Middle East)

Broadband (www.africainvestor.tv – in excess of one million visitors each year)

The Africa Channel (approximately 12 million households in the US)



Client Service & Rate Card

With a package containing 250 daily advertising spots (per annum) and 50 weekly sector segments of two to three minutes, clients will benefit from the following advantages:

- Unique market leadership opportunity
- Support business priorities and strategy
- Target an important audience
- Provide strong profiling opportunities
- Value of sponsorship far exceeds actual investment

Cost: £75 000 per annum

Ai Research & Data Services

Africa investor Research provides a family of products and services that support our clients' investment processes in major asset classes across Africa. Our goal is to leverage our deep understanding of Africa's financial markets to turn data-driven insights into tools that our clients can use to meet their investment process needs.

Ai is also the foremost provider of value-traded adjusted market capitalisation-weighted indices that, investors use as an independent benchmark to feel confident about their investment decisions. **Ai** pioneered the Ai40 and Ai100 pan-African indices, that capture the 100 most liquid publicly traded stocks across Africa. The indices are measured by their average daily values traded in US dollars. The Ai100 indices can be found on Bloomberg, Reuters and are also licensed to fund managers.

Ai Research provides market intelligence through the Ai 40 Index weekly commentary, the Ai Newswire, bespoke research reports and market entry surveys.

Clients can get a discount by ordering a package that contains these products as well as extra services such as annual subscription to our magazine and online access to real-time information.

Ai 40 Investible Index Weekly Commentary

You will receive our weekly update which provides insights into the movers on the Ai40 index. This weekly report includes comments and opinions from stockbrokers, investors and analysts across the 17 markets.

The Ai40 weekly commentary also provides corporate news, corporate results, corporate actions and a chart depicting the trend line of the Ai40 and Ai100 indices, since inception.

Bespoke research reports and market entry surveys

Your company can use Ai as its knowledge centre by contacting our research team. Ai Research has a cross-sector aggregate experience of 20 years ranging from equity markets to fixed-income markets, banking, financial sectors, investment banking, corporate finance, telecommunications, construction, microfinance, oil and gas and mining.

International and African conglomerates face challenges on gathering market intelligence, regulatory framework summaries and sound advice when they enter new African markets.

Ai Research has the capacity to conduct these research assignments on behalf of international, pan-African and local corporations. Negotiable fees will apply on a case by case basis.

Product	Cost
Ai40 Index Weekly Commentary	UK £100 quarterly per institutional investor UK £200 quarterly per company
Ai40 Index Licensing	10% of the management fee

General notes:

1. All product fees are charged monthly in advance.
2. The consideration payable by the user shall be paid free of any set off or deduction of whatsoever nature (including, without limitation, any bank charges or commission) As part of its Corporate Social Investment policy Africa investor established the Ai Academy to provide valuable information, networks and training to key decision makers working with Africa. Ai has an association with TriMaster Southern Africa, an affiliate of TriMaster BV, an internationally recognised training firm, specialised in financial markets and professional skills training. The Ai Academy benefits from specialists insights and the operational experience of the Ai Advisory Board.

The African continent has over **17 stock markets** and over **1,500 listed companies**. Africa investor Research (**Ai Research**) tracks and provides research and analysis on the continents **key capital markets**.

Ai Academy

“The Ai Academy helps business leaders and policy makers understand the evolution of the global economy, enhance performance and competitiveness, and provide a fact base for decision-making at both the continental and international level”.

Dr Ken Kwaku,
Patron, Ai Academy.

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The primary objectives of the Academy are to:

- Build a community of decision makers
- Deliver actionable, practical knowledge and skills to top level professionals
- Enable cascading of skills and knowledge to lower levels by the top executives

The Ai Academy facilitates economic growth in Africa through increasing financial leadership and skills such that proper investments can be adequately represented, analysed, approved and executed and monitored.

What we do

The Ai Academy delivers leading-edge knowledge and skills to its constituents through specialised training programmes, seminars, conferences and facilitated networking events. The Ai Academy works to develop the capabilities of investment professionals in Africa and contribute to up-tiering financial and professional skills in Africa.

The services provided by the Ai Academy are targeted at upper management level professionals from across the African continent and designed to enhance their networks, decision-making skills and contribution as Africa’s business ambassadors.



Areas of special focus

General financial services

1. Risk management
2. Project and structured finance
3. Private equity
4. Corporate finance
5. Treasury products and markets
6. Pension funds
7. Public sector financing
8. Professional skills
9. Compliance / governance / ethics
10. Fiduciary ratings
11. Specific industry sectors, such as:
 - Telecoms
 - Natural resources
 - Infrastructure

Types of offering

1. Special Event Seminars, for example:
 - Carbon trading seminars
 - Project finance seminars
 - Corporate governance seminars
 - Leadership seminars
2. Short open-enrolment courses (one to five days in length)
3. E-Learning courses
4. Online research and reading

What do **Africa's** leading organisations ? have in common ?

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