



Confident about the continent

Africa investor (Ai) is a leading international investment research and communications group that supplies a broad range of investment data, research, broadcast and published content to a growing number of investors with interests in Africa. www.africa-investor.com

Media Pack 2011

Ai **africaninvestor**

Africa investor magazine is the premier international investment title for institutions investing and influencing Africa's economic landscape. Providing extensive news, comment and analysis, the magazine has an annual readership of 2.2 million people worldwide. Ai is a content provider to the World Bank, Bloomberg, Thomson Reuters, and FDI Exchange.

EDITORIAL STRUCTURE:

Briefing

A bright, snappy and engaging introductory section bringing the reader the continent at a glance: the stats that simply don't stack up, the latest words on the latest trends, news of forthcoming books, conference and report reviews, business moves, up and coming faces to watch and the latest in life and style, whether cars, gadget or dreams from the Diaspora.



Finance

As a leading provider of pan-African equities indices, the financial sector is *Africa investor's* core strength. Find in-depth features that analyse market developments, evaluate investment products and tackle the issues facing the fund management and private equity, finance and banking industries. There are also regular reports on commodity prices and commentary on our Ai Index Series.



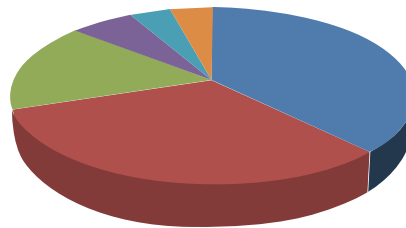
Business

The broad Business section takes a wide view of Africa's investment opportunities and covers all the most important new developments in business sectors across the continent. Features provide objective assessments of the competitive environment, opportunities, pitfalls and overall investment activity in key industries and sectors.



READER PROFILE:

Africa investor is the only international investment title speaking directly to Africa's inward and domestic investment decision makers. Our readers are global senior executives in multi-nationals, financial institutions, donor agencies and governments. Within their industry sector, *Africa investor* readers are the board level decision-makers – influencing investment and trade in Africa.



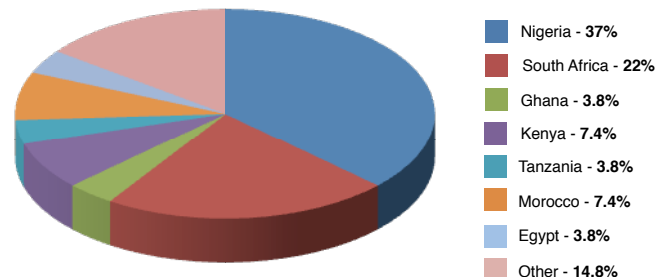
- President & Vice President - 38%
- Chairman & Governor - 32%
- Managing Director & Partner - 16%
- Director & Division Head - 6%
- Minister & Diplomat - 4%
- Other - 4%

READER BREAKDOWN:

Geographical breakdown



Africa breakdown



CIRCULATION AND READERSHIP

ENGLISH EDITION:

Print run: 30,000 copies bi-monthly

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

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

Subscription and controlled circulation

- Controlled circulation readership of over 200 000 - accessing top decision makers from global investing institutions and business and government leaders with an interest in Africa's economic development
- Distributed to senior executive and management level in global companies and development institutions in 30 countries
- Corporate subscribers include: Actis, AfDB, Barclays, DBSA, Deutsche Bank, IDC, IFC, Investec, KPMG, Mauritius Commercial Bank, Merrill Lynch, Renaissance Capital, Shell Nigeria, Standard Bank, Standard Chartered Bank, Stanlib, Zenith

Newsstand

- USA, Canada, UK, Germany, Portugal, Dubai, Baharain, Egypt, Morocco, Nigeria, Ghana, Kenya, Malawi, Botswana, Zimbabwe, Mozambique, South Africa, Swaziland,

In-Flight Agreements



- Ai has exclusive in-flight agreements with **Virgin Atlantic, British Airways, Ethiopian Airways, Air France, Oman Air, Air Zimbabwe, Royal Air Maroc, Kenya Airways and Aero Contractors** (West Africa). You can find Ai in all first and business class airport lounges and on flights of the aforementioned airlines. Ai can also be found in **South African Airways** lounges across Africa. Through this, Ai is able to reach over 200,000 business travellers with every edition.

International destinations include:

- Africa, Middle East, USA and Canada, Asia, Europe (Main Hubs)

DISTRIBUTION SUMMARY

This means Africa investor can boast an international annual readership figure of **2,226,000 readers per annum.**

Lounges

- UK - BMI, BA
- Europe - BA
- USA - BA (All major international airports)
- West Africa - BA
- East Africa - BA
- Southern Africa - BA, Virgin, SAA
- North Africa - BA, Royal Air Maroc, Royal Brunei

Asian Lounges

- - Bangkok
- - Beijing
- - Bombay
- - Chennai
- - Hong Kong
- - Shanghai
- - Tokyo

Canadian Lounges

- - Calgary
- - Montreal
- - Toronto
- - Vancouver

Summary: Our newsstand, paid subscriptions and controlled circulation is estimated at 150,000 readers per issue – a total of 900,000 readers per annum

This, combined with our in-flight distribution, gives us a total of **2,100,000 readers per annum.**

CHINESE EDITION:

Print run: 3,000 copies bi-monthly

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.

Summary: Our paid subscriptions and controlled circulation is estimated at 21,000 readers per issue – a total of **126,000 readers per annum.**



CLIENT SERVICES & RATE CARD

RATE CARD ENGLISH

Positions and issues booked			
	x1	x3	x6
Outside back cover	£13,900	£12,500	£10,400
Inside front cover	£11,600	£10,400	£8,700
Inside back cover	£9,100	£8,200	£6,800
Opening double page	£19,000	£17,100	£14,300
Inside 3 Page	£8,900	£8,000	£6,700
Double page	£13,900	£12,500	£10,400
Single page	£7,500	£6,800	£5,600
Half page	£4,500	£4,100	£3,400
1/3 page	£3,300	£3,000	£2,500
Bottom page strip	£1,600	£1,400	£1,200

RATE CARD CHINESE

Positions and issues booked			
	x1	x3	x6
Outside back cover	£9,700	£8,800	£7,300
Inside front cover	£8,100	£7,300	£6,100
Inside back cover	£6,400	£5,700	£4,800
Opening double page	£13,300	£12,000	£10,000
Inside 3 Page	£6,200	£5,600	£4,700
Double page	£9,700	£8,800	£7,300
Single page	£5,300	£4,800	£3,900
Half page	£3,200	£2,900	£2,400
1/3 page	£2,300	£2,100	£1,800
Bottom page strip	£1,100	£1,000	£800

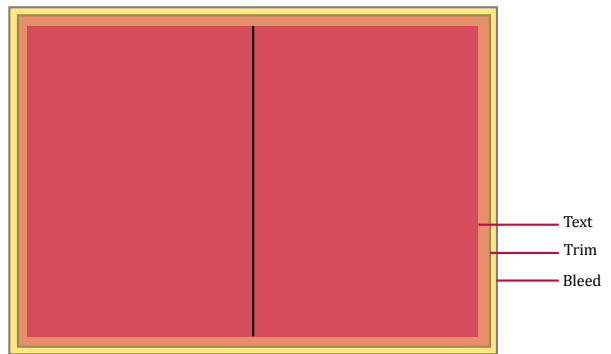
RATE CARD ENGLISH & CHINESE

Positions and issues booked			
	x1	x3	x6
Outside back cover	£20,900	£18,800	£15,600
Inside front cover	£17,400	£15,600	£13,100
Inside back cover	£13,700	£12,300	£10,200
Opening double page	£28,500	£25,700	£21,500
Inside 3 Page	£13,400	£12,000	£10,100
Double page	£20,900	£18,800	£15,600
Single page	£11,300	£10,200	£8,400
Half page	£6,800	£6,200	£5,100
1/3 page	£5,000	£4,500	£3,800
Bottom page strip	£2,400	£2,100	£1,800

NB : Prices exclusive of agency commission

¹ Additional 15% chargeable for Ai Editorial and Design layout services

MECHANICAL DETAILS



File format: Please supply material as a full size PDF, EPS or JPG file. Files must be high resolution print resolution of 300 dpi.

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.

PAGE SPECIFICATIONS

	Bleed	Trim Size	Text Area
Double Page	426x281	420x275	385x242
Single Page	216x281	210x275	177x242
Vertical Half Page	111x281	105x275	95x242
Horizontal Half Page	216x143	210x137	178x118

SPECIAL REPORTS

Africa is beginning to position itself as a modern, global economic leader. Rich in resources and business opportunities, the government and private sector will be critical in this next phase of growth. Ai represents a unique platform through which companies, governments and development finance institutions can profile and promote their upcoming investment projects and inward investment strategies

Outbound reports must be in multiples of four pages (4,8,12,16 etc)

Benefits of advertising with Africa investor

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

Africa investor has a longstanding events capability and can cater for any needs your organisation may have. 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 Ai team is staffed by professionals with extensive experience of working with African governments and the private sector. View our events on our youtube page: www.youtube.com/hdanso

Ai Tourism investment Summit and Ai Tourism Investor Awards

21 & 22 February 2011

Mpumalanga, South Africa

The Africa investor Tourism Investment Summit is the event where hundreds of Africa's leading players in the tourism sector gather. This focused one-day event brings together investors, project developers, and business and Government players to advance projects and to facilitate tourism investment in the continent.

Analysts and Fund Manager's Forum and Ai Financial Reporting Awards in association with Thomson Reuters

March 24, 2011, Thomson Reuters, South Colonnade, Canary Wharf London, UK

This Forum is a unique, high-level networking platform for analysts, fund managers, pension funds, sovereign wealth funds, private equity funds, investor relations officers and the financial media to engage in valuable and stimulating discussions and facilitated meetings, together with CEOs from Africa's leading listed companies and stock exchanges.

Ai Foundation Investor Roundtable on Social Entrepreneurship in Africa and 2011 Sukuma Afrika Awards

3 May 2011, Cape Town, South Africa

During the Foundation Investor Roundtable on Social Entrepreneurship in Africa, foundations, multinational businesses and young and social entrepreneurs will come together for a day of project presentations and panel discussions on foundation syndicate collaboration and entrepreneurship finance as well as facilitated

partnership brokering, networking and marketplace meetings.

Investment Branding Summit and Awards

6 July 2011, The Venue, Melrose Arch Johannesburg, South Africa

The Africa investor Investment Branding Summit is a unique networking platform for governments, media, nation branding organizations, corporate brand managers, investors, project developers, ministry officials and organisations to engage in valuable and stimulating discussions on how to improve the competitiveness of Brand Africa at both the corporate and national level.

Ai Agribusiness Investment Summit and Awards 2011

August 2011, TBC

The Agribusiness Investment Summit will provide critical insights and a platform for the business and development community to advance Africa's many agribusiness investment programs in this growing space through open networking sessions and dynamic panel discussions led by market-leading investors, agribusiness project promoters and African Ministers of Agriculture.

Ai Investment Climate Summit and Ai Investment and Business Leaders Awards

23 September 2011, Washington, D.C., USA
This Summit brings together private investors with significant investment projects, African Ministers of Finance, development finance institutions, donors, the African Union, NEPAD, RECs and African policy makers. Through facilitated discussion, the Summit looks at

sector-specific and regional investment projects that can enhance Africa's competitiveness as a global investment destination.

Ai Index Series Summit and Awards in association with the NYSE Euronext

28 September 2011, New York, USA

The Index Series Summit attracts over 200 participants, and facilitates meetings and presentations between African blue chip companies, sovereign wealth funds, pension funds and professional emerging market investors, while bringing together decision makers from stock markets, listed companies, sovereign wealth funds, fund managers, stockbrokers and analysts who follow African equities. It is the platform for African CEOs to engage Wall Street, global emerging market investors and fund managers on African capital market opportunities

Ai Infrastructure Projects Summit and Ai Infrastructure Investment Awards 2011

19 & 20 October 2011, The Venue, Melrose Arch, Johannesburg, South Africa

The Africa investor Infrastructure Projects Summit is the premier business development forum for infrastructure investors, project developers, project sponsors and PPP policy makers. The Summit facilitates bankable infrastructure investment project pitches from developers and sponsors, one-on-one meetings with investors, and dialogue with infrastructure regulators on specific projects.

PARTNERSHIP OPPORTUNITIES

Tired of standard conferences which leave you wondering what value has been added to your project? So are Africa investor and its partners.

By partnering with Africa investor on events, you will be positioning your organisation as an industry leader with an unrivalled opportunity to demonstrate your commitment to Africa. It also presents key networking opportunities to profile your organisation and develop valuable relationships.

Previous partners have included some of the worlds leading companies such as Macquarie, World Bank, Interbrand, CNN, New York Stock Exchange, HSBC, Thomson Reuters, Barclays, Standard Bank, Zain, Citi, Coca-Cola, Microsoft, MTN, Bloomberg, CNBC, Nedbank Capital, Nestle, Nedbank, Oracle, PricewaterhouseCoopers, Standard Bank, Virgin Atlantic and Zenith Bank.

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

The pricing of the partnership opportunities are available on request.

Event	Co-Host	Headline	Platinum	Gold	Cocktail	Dinner	Lunch	Session	Awards Category
Ai Tourism Summit	✓		✓	✓	✓	✓	✓	✓	
Ai Tourism Awards			✓			✓			✓
Analysts' and Fund Managers' Forum		✓	✓	✓	✓		✓	✓	
Ai Financial Reporting Awards			✓						✓
Ai Corporate Foundation		✓	✓	✓	✓	✓	✓	✓	
Sukuma Afrika Awards			✓	✓					✓
Ai Investment Branding Summit	✓		✓	✓	✓	✓	✓	✓	
Ai Investment Branding Awards			✓			✓			✓
Ai Agribusiness Summit	✓		✓	✓	✓	✓	✓	✓	
Ai Agribusiness Awards									
Ai Investment Climate Summit			✓			✓			✓
Ai Investment Business Leader Awards		✓	✓	✓	✓		✓	✓	
Ai Index Series Summit		✓				✓			✓
Ai Index Series Awards			✓						✓
Ai Infrastructure Projects Summit	✓		✓	✓	✓	✓	✓	✓	
Ai Infrastructure Investment Awards			✓			✓			✓

PICTURE OUR EVENTS



Dr Khaled Serry Siam, Chairman of the Egyptian Exchange, at Ai North Africa briefing



William Asiko, President of the Coca-Cola Africa Foundation and Bob Annibale, Director of Citi Microfinance, talk MDGs



SA Deputy Minister of Trade and Industry, Thandi Tobias-Pokolo, engages business leaders from east and west Africa



CEOs of Nigerian, Mauritian, Zambian, Ghanaian and Kenyan stock exchanges profile opportunities



Obiageli Ezekwesili, Vice President, Africa region World Bank opens Africa investor Investment Climate Summit



Keynote address from Robert Rubin, member of the Africa Progress Panel and former Secretary of the United States Treasury



Leading analysts and fund managers share strategies and projections on where and how to invest in Africa



Africa investor rings closing bell at the New York Stock Exchange to a global broadcast audience of 150 million



South African Minister of Finance, Pravin Gordhan, receives Finance Minister of the Year award from Hubert Danso of Africa investor



Dr Zweli Mkhize, Premier of KZN, and Lydia Johnson, MEC for Agriculture, KZN, welcome investors to Agribusiness Investment Summit



Geoffrey White, CEO, Lonrho Plc, explains his success story



Delegates mingle during a networking break at the Analysts' and Fund Managers' Forum



Africa investor rings opening bell at the Euronext Paris



Five billion dollar infrastructure panel: China Africa Development Fund, Harith and Sithe Global Power profile their investment plans

Africa-investor.com offers a wide range of advertising solutions. Our goal is to provide integrated communication solutions to an audience of senior level decision makers, governments 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, africa-investor.com represents the ideal platform to take your message directly to investors in Africa and across the globe.

THERE ARE A VARIETY OF WAYS TO ADVERTISE ON WWW.AFRICA-INVESTOR.COM.

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

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.

Monthly banner rates*			
Advert	Size (pixels)	Homepage	Other Page
Masterhead banner	468 x 60	£1,000	£700
Skyscraper banner	160 x 600		£600
Banner	468 x 2340	£900	£600
Mini banner	234 x 60	£750	£400

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

3 – 5 months: 10%

6 – 8 months: 20%

9 or more months: 30%

EVENT POSTINGS

Advertise your corporate event on Africa-investor.com.

Monthly banner rates*	
Linked post	£500
Linked post with banner	£800
Advertising full details on Ai.com	£1,000 (Banner free)

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	
1 months	£500
3 months	£1,000
6 months	£3,000

*All prices are monthly and exclude VAT

TELEVISION

This includes africa-investor.tv, and a dedicated african investor youtube channel. www.youtube.com/hdanso

AiTV 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.

Distribution

Broadband - www.africaninvestor.tv – in excess of one million visitors each year. Package Containing 250 daily advertising spots (per annum) and 50 weekly sector segments of two to three minutes.

Cost: £50 000 per annum

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 investing public.

International investors routinely face challenges gathering reliable market intelligence and sound advice when they enter new African markets.

Ai Research regularly provides country, sector and deal origination intelligence services to multinational corporations, private equity firms, fund managers, international organizations, African governments and a wide range of global institutional investors investing in Africa.

Ai is also a research and data provider to: Thomson Reuters, Bloomberg, I-Net Brigde, LexisNexis and Euromoney plc.



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