

## Why the Magazine?

The Africagrowth Agenda is a unique quarterly international magazine devoted to providing high quality information on growth opportunities in Africa. The Magazine covers areas including African capital markets; issues surrounding governance; trade and investment; broader investment climate in Africa; investment opportunities; case studies and African best practices.

## Coverage of Magazine

The magazine is distributed throughout Africa and other countries outside the continent. Highlights of the magazine are published on the Africagrowth Agenda website

## Who are the Readers?

- Investors
- Governments
- Development Institutions
- Other private sectors institutions
- Financial Institutions
- Research Institutions
- Academic Institutions

## ADVERTISEMENT RATES

Insertions (Price per insertion)	<4 insertions	4 insertions	8 insertions
Double-page spread	R22 000	R19 800	R17 800
Full page	R12 000	R10 800	R9 700
1/2 page	R7 000	R6 300	R5 700

## PRIME POSITIONS

Insertions (Price per insertion)	<4 insertions	4 insertions	8 insertions
Inside front cover	R14 400	R13 000	R12 700
Outside back cover	R16 000	R14 400	R13 000
Inside back cover	R14 400	R13 000	R12 700

All rates exclude VAT. Guaranteed positions incur a 15% loading. Every effort will be made to ensure adverts are placed with the most relevant editorial or best position. A 50% cancellation fee will apply to all cancellations received after the booking deadline.

A 100% cancellation fee will apply to all cancellations after the material deadline. Advert make-up charged at R150.00 per hour.

## TECHNICAL INFORMATION

Size	Bleed	Trim	Type
Double page spread	281 x 426	275 x 420	245 x 390
Full page	281 x 216	275 x 210	245 x 180
1/2 page portrait	281 x 109	275 x 103	245 x 88
1/2 page landscape	141 x 216	135 x 210	120 x 180

## CLOSING DATE SCHEDULE - 2012

	Booking	Material	On sale
January/March	23 November	1 December	9 January
April/June	20 February	12 March	3 April

## MATERIAL SPECIFICATIONS

- Press optimised PDF files saved as composite CMYK
- Cropmarks should be outside the bleed area
- Ensure high-resolution scans in CMYK format (300dpi resolution) with fonts embedded within PDF
- Overprints, knockouts and other trapping instructions should be applied to the advert layout before distilling the document to PDF format
- Ensure a bleed of at least 3mm all round
- Print screen is 150lpi

## FOR ADVERTISING AND SALES ENQUIRIES CONTACT:

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