



### 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 - 2008

|                | Booking  | Material | On sale |
|----------------|----------|----------|---------|
| April/June     | 14 March | 21 March | 1 April |
| July/September | 13 June  | 20 June  | 1 July  |

### 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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