The Bestselling Pan-African monthly magazine

The African story, from the African perspective

55,000 copies • 100 countries • 300,000 readers

50 years of authoritative reporting, with a focus on editorial excellence and professional integrity

Media Kit 2017

www.newafricanmagazine.com
New African, a monthly magazine and part of the IC Publications Group, gives unique insight into African affairs from the African perspective. Through vigorous debate, insight and analysis we help shape the African agenda by leading and influencing the conversation on African issues. We connect the dots, turning information into knowledge.

**READERS**

Decision makers and thought leaders

300,000 MONTHLY

New African is sold in over 100 countries, with 85% of our readers based in Africa. Readers are private sector decision makers, government policy makers and thought leaders in Africa, Europe and The U.S.

**TRUST**

87% feel New African is the most trusted Pan-African source of information

**MARKET LEADER**

93% believe New African offers something more compared to other news sources on Africa

**QUALITY**

39% are senior managers in the private sector

34% are policy makers

80% have purchasing authority

**EDUCATED**

87% have a bachelor degree or higher

**LOYAL**

58% have been reading New African for 5+ years

Figures based on internal reader survey

**REACH**

Africa’s best selling English language pan-African magazine

35,165 AUDITED COPIES

*ABC certificate 01/01/2015 to 31/12/2015

Sales Breakdown

- 20% East & Central Africa
- 32% West Africa
- 1% North Africa
- 32% Southern Africa
- 15% rest of the world

Alongside our sister publication African Business, New African is the only audited international African magazine. Our distribution is independently verified and in our category we are Africa’s best selling international magazine.

**PARTNERS**

Global influencers

New African has been reporting on Africa for over 50 years. We have an unrivalled network of partners with whom we have developed strategic partnerships. These include: the World Economic Forum, the UN Economic Commission for Africa, African Development Bank, World Bank, African Union, Corporate Council on Africa, and OECD, as well as other global media houses such as CNN, BBC and Bloomberg. These partnerships give us access to key decision makers, in Africa and globally.

**NETWORK**

Africa’s leading opinion shaper

New African benefits from the widest and most diversified distribution network of any international magazine on Africa. We are sold in newsstands in over 100 countries, including 45 in Africa. Some of the world’s leading airlines take our magazine either on-board or in their lounges, as well as key hotels in Africa’s biggest capitals. Subscribers include embassies, ministries and government offices as well as international institutions. Our unique slant makes it Africa’s leading opinion shaper.

88% OF READERS ARE AGED BETWEEN 25 AND 55
CONTENT CREATION AND MARKETING

Powerful content creatively designed to meet your needs, reach your audience and deliver results.

Designed with your bespoke needs in mind, we provide creative and compelling content which can be distributed across our print and web platforms.

We have been working in Africa for over 50 years, and our expert team of editors, writers, designers and project managers will ensure you will benefit from our extensive experience in brand messaging and storytelling to produce high-quality content with the greatest impact.

Reach your audience across all our channels and products.

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.

We guarantee:
- Creative content
- Powerful storytelling
- Innovative design
- Insightful thought leadership
- Engaging video content
- Targeted brand positioning
- Complete 360° communications

We specialise in:
- Native content
- Advertorials
- Thought leadership
- White papers
- Surveys and research
- Video
- Audio
- Infographics

African in perspective, global in reach, the IC Group have an unrivalled reach:

2.6 MILLION READERS in more than 100 countries

20,000+ THOUGHT LEADERS at branded and third party events where we are represented at across the globe

5,000,000+ SOCIAL MEDIA impressions per event

COMMUNICATIONS SERVICES

Our services include:

MEDIA RELATIONS
With an experienced media arm, we have the essential skills to provide first class communication strategies and tailored solutions to meet your needs.

MARKETING STRATEGY AND SERVICES
One stop for strategic marketing advice and planning to create the best marketing strategy and all your marketing needs from initial market research to web design, copywriting, advertising and more within your budget.

SOCIAL MEDIA
Bespoke social media strategy for your needs and day-to-day management, measurement and reporting.

EVENTS – Our specialist and experienced in-house team organise a wide range of African business, financial and political events, from small workshops and roundtables, to large business conferences and awards ceremonies, recognised as one of the premier fixtures on the international calendar and guaranteed to give your brand maximum visibility.
Country Reports

With insightful analysis of the latest developments, challenges and opportunities of a specific country through in-depth interviews with business and government leaders, our country reports capture a complete overview of that country 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 annual sector-specific rankings are developed in collaboration with our partners, and known for their unique reach, methodology and authority.

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. There is also an option to translate the report and publish it in our corresponding French title.

Each report includes 500 complimentary reprints.
## 2017 Editorial Calendar and Event Partnerships

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<thead>
<tr>
<th>Month</th>
<th>Issue</th>
<th>Material Deadline</th>
<th>Country Report</th>
<th>Industry Report(s)</th>
<th>Events</th>
</tr>
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<tr>
<td>January</td>
<td></td>
<td>9 December, 2016</td>
<td>Botswana</td>
<td>AFCON</td>
<td>WEF, Davos, Switzerland</td>
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<td>February</td>
<td></td>
<td>20 January, 2017</td>
<td>Cameroon</td>
<td>AFCON</td>
<td>Mining Indaba, Cape Town, South Africa</td>
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<td>African Healthcare Summit, London, UK</td>
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<td>BRICS Summit, China</td>
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<td>March</td>
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<td>17 February, 2017</td>
<td>Kenya</td>
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<td>Power and Electricity World Africa, Johannesburg, SA</td>
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<td>E commerce Show Africa, Johannesburg, South Africa</td>
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<td>Cards and Payment Africa, South Africa</td>
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<td>UNECA Conference of Ministers, Addis Ababa, Ethiopia</td>
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<td>Nigeria Oil and Gas, Abuja, Nigeria</td>
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<td>Ghana Summit, Accra, Ghana</td>
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<td>World Bank Spring Meetings, Washington, D.C</td>
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<td>World Travel Market, Johannesburg, South Africa</td>
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<td>May</td>
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<td>21 April, 2017</td>
<td>Tanzania</td>
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<td>African Banker Awards 2017, Ahmedabad, India</td>
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<td>African Development Bank Annual Meetings, Ahmedabad, India</td>
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<td>World Economic Forum in Africa, Durban, South Africa</td>
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<td>June</td>
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<td>19 May, 2017</td>
<td>South Africa</td>
<td>Health and Pharmaceuticals</td>
<td>Africa Ports and Harbours, Johannesburg, South Africa</td>
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<td>Africa Energy Forum, Copenhagen, Denmark</td>
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<td>July</td>
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<td>23 June, 2017</td>
<td>Egypt</td>
<td>Eurobonds</td>
<td>AU Summit</td>
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<td>World Petroleum Congress, Turkey</td>
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<td>August/Sept</td>
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<td>21 July, 2017</td>
<td>Mauritius</td>
<td>Blue Economy</td>
<td>African Green Revolution Forum (AGRA), New York City</td>
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<td>BAUMA Africa</td>
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<td>UN General Assembly, New York City</td>
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<td>October</td>
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<td>15 September, 2017</td>
<td>Nigeria</td>
<td>Education</td>
<td>IMF/WB Annual Meetings, Washington, D.C</td>
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<td>Africa Oil and Gas Expo, South Africa</td>
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<td>November</td>
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<td>13 October, 2017</td>
<td>Ethiopia</td>
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<td>Africa Oil Week 2017, South Africa</td>
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<td>AfricaCom, South Africa</td>
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<td>Africa Leadership Network</td>
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<td>Mo Ibrahim Governance Weekend</td>
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<tr>
<td>December</td>
<td></td>
<td>10 November, 2017</td>
<td></td>
<td>The Most Influential Africans</td>
<td>Mines and Money, London, UK</td>
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</table>
NEW AFRICAN DIGITAL

*New African* is distributed digitally to a range of prestigious academic institutions, libraries, government bodies and private organisations.

DISTRIBUTION

New African digital edition is distributed to consumers online via exacteditions.com and via the iTunes and Android app stores.

All print subscribers are given complimentary access.

STANDARD ADVERTISING

Every advertiser is the print edition of *New African* will be included in the digital edition at no additional cost.

PREMIUM OPPORTUNITIES

*New African* offers a range of premium opportunities at additional costs which will maximise the impact of your advertising in on a digital platform.

These include:

- Web link
- Slide show with multiple images
- 30 second video within your ad
- 60 second video within your ad
- Hot spots within your ad
newafricanmagazine.com is the leading website for independently minded and intelligent commentary on pan-African political, social and economic events.

**STATISTICS 2016**

- **Sessions:** 33,000
- **Users:** 27,760
- **Page views:** 52,348

**SOCIAL MEDIA**

- **Pages per session:** 1.58
- **Facebook:** 17,519
- **Twitter:** 8,882
- **Instagram:** 327

**WEB ADVERTISING 2017**

Banner formats accepted are JPG / PNG / GIF

1. **Leaderboard banner**
   Rotating on every page

2. **Skyscraper banner**
   Rotating on homepage

3+4. **Square Box banner**
   Rotating on every page

5. **Mobile banner**
EVERY DAY, OUR GAS MAKES COOKING TASTY MEALS EASIER AND EASIER

We see families and friends enjoying eating together. So we know what a difference a quick, clean and easy gas flame can make.

With over three million of our LPG cylinders in use across sub-Saharan Africa, more people are relying on us to make their lives easier. And their cooking better.

oryxeveryday.com