



AFRICAN BANKER

Africa's Finance & Banking Magazine

2024 African Banker Media Kit

Updated 25 October 2023 3:17 pm | 1

The multiple award winning *African Banker* magazine is published quarterly by IC Publications from our London headquarters.

It is the only quality publication dedicated to Africa's rapidly expanding and increasingly sophisticated banking and finance sector. An international cast of expert correspondents and commentators provide the most current and accurate analysis of Africa's exciting financial sector including interviews with the industry's major movers and shakers.



OUR READERS

Essential reading for Government Ministers, CEOs, CFOs, Central Bank Governors, institutional and private investors

150,000

Our 150,000 readers around the world include private sector decision makers, government policy makers and thought leaders in Africa, Europe and the US. *African Banker* is read by the most important players in the banking and finance sectors in Africa and all those who are interested in financial investments in Africa.



OUR PARTNERS

Global influencers

60 YEARS

Over the 60 uninterrupted years we have reported on Africa, we have built up deep and long-standing relationships with a number of strategic partners, including: The World Economic Forum, United Nations, African Development Bank, World Bank, African Union, Corporate Council on Africa, Organisation for Economic Cooperation and Development, CNN, BBC and Bloomberg.



OUR NETWORK

Worldwide, including all 54 African countries

20,000 PRINT RUN

Our extensive distribution network includes: all major banks and financial institutions in Africa – insurance companies, brokers, stock exchanges, law firms and investment houses. Furthermore, the African desks of international banks in London, New York, Singapore, Tokyo and Dubai all receive copies. The quarterly is also widely distributed at our own events as well as international events such as the AfDB annual meeting, the World Bank and IMF meetings, the World Economic Forum and all other major finance and banking conferences.

2024 EDITORIAL CALENDAR AND EVENTS

ISSUE		MATERIAL DEADLINE	PUBLICATION DATE	INDUSTRY BRIEFINGS	SECTOR REPORTS	EVENTS
Q1	ISSUE 64	16 January	02 February	Banking & Finance in West Africa	FinTech	UNECA Conference of Ministers, Addis Ababa
Q2	ISSUE 65	19 March	08 April	Banking & Finance in Southern Africa	Debt Capital Markets Islamic Finance	AFDB Annual Meetings African Banker Awards World Bank Spring Meetings, Washington
Q3	ISSUE 66	16 July	02 August	Banking & Finance in East Africa	Investment Banking	MIPIN SIBOS
Q4	ISSUE 67	15 October	01 November	Banking & Finance in North Africa	DFIs Insurance	World Bank Meetings, Washington Super Return

AFRICAN BANKER DIGITAL

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



DISTRIBUTION

The digital edition of African Banker 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 in the print edition of African Banker will be included in the digital edition at no additional cost.

PREMIUM OPPORTUNITIES

African Banker offers a range of premium opportunities at additional costs which will maximise the impact of your advertising 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

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 60 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 has 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 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 cater for all your marketing needs from initial market research to web design, copywriting, advertising and more, all 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 round-tables, to large business conferences and awards ceremonies, recognised as some of the premier fixtures on the international calendar and guaranteed to give your brand maximum visibility.

2024 AD RATES

PRINT	GBP £	EURO €	US \$
INSIDE COVER DOUBLE PAGE	22,900	28,900	33,700
DOUBLE PAGE SPREAD	19,500	25,100	29,100
OUTSIDE BACK COVER	13,900	17,100	20,100
INSIDE FRONT COVER	12,900	15,200	17,900
INSIDE BACK COVER	11,900	14,100	16,500
FULL PAGE	10,900	13,300	15,000
1/2 PAGE	6,500	7,000	8,800
1/3 PAGE	4,950	5,700	6,900
1/4 PAGE	3,950	4,700	5,300
BOTTOM STRIP	1,600	1,700	2,300