



African BUSINESS

Make Africa Your Business

2024 African Business Commercial

Updated 29 May 2024 | 1

MISSION STATEMENT

As Africa experiences extraordinary economic development, it has never been more important for our global readership, encompassing CEOs, investors, and business owners, to have access to timely, accurate, and trusted information about the continent.

As firms scramble to react to new rules, regulations, and political realities, African Business has a crucial role to play in keeping the continent's decision-makers informed, and the markets moving.

For the past 54 years, African Business has delivered this service to its loyal readers through eras of extraordinary, dizzying change on the continent, serving to illuminate Africa's incredible rise as a vibrant, vital investment destination.

From exclusive breaking news, features and analysis to data, videos and our podcast containing interviews with Africa's leading personalities, African Business is the premier destination for readers, or would-be readers, interested in the continent's enormous potential, and how to harness it.

African Business delivers the platforms that help business leaders, global brands and audiences worldwide innovate for a greater future.

SOCIAL MEDIA

40k+

Twitter followers

50k+

Facebook followers

12k+

Linkedin followers

PRINT

250,000+

Readers

27,000

Circulation

102

Countries

WEBSITE

680,000+

Unique monthly visitors

1 million+

monthly page views

WEEKLY NEWSLETTER

67,000+

Subscribers

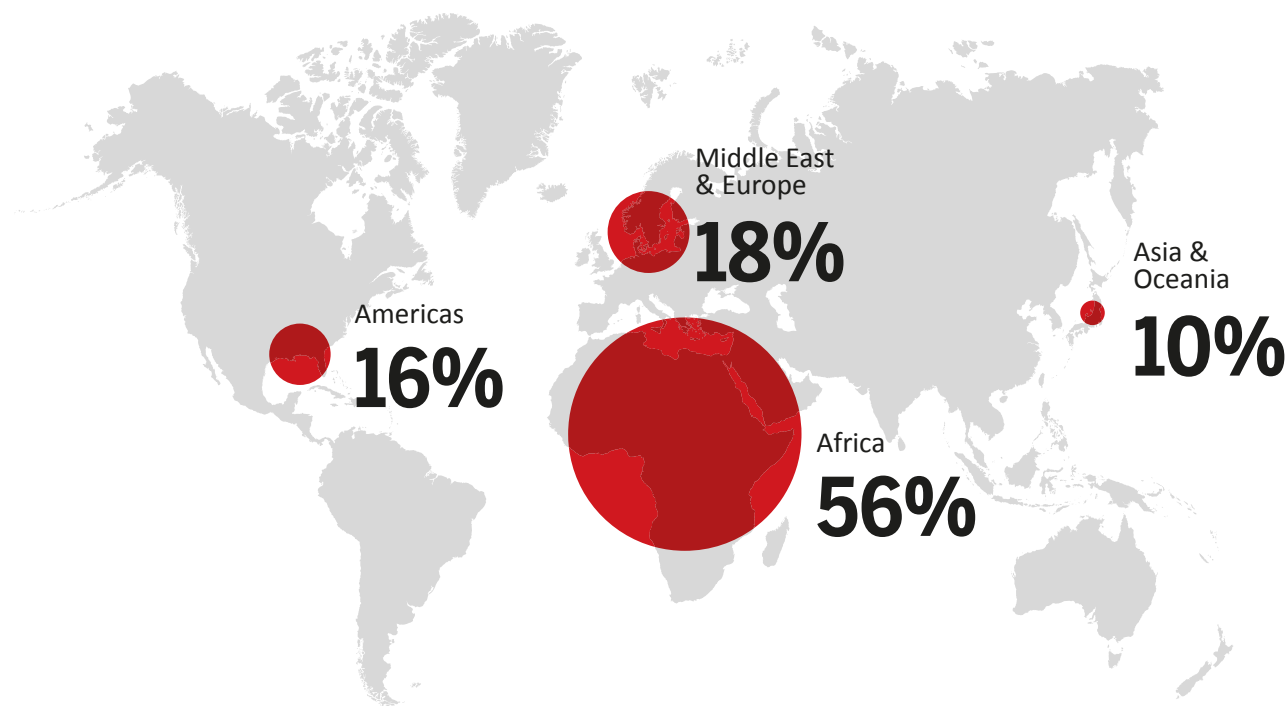
62%

C-level executives & snr management

3.3%

Average CTR

Our digital footprint



TOP 10 AFRICAN COUNTRIES

Nigeria
Kenya
South Africa
Tanzania
Ghana
Uganda
Ethiopia
Zimbabwe
Rwanda
Zambia

1.57million

impressions across our digital
and social media channels
per month

3m 52s

Average time
spent per page

66,000+

Unique readers
per month

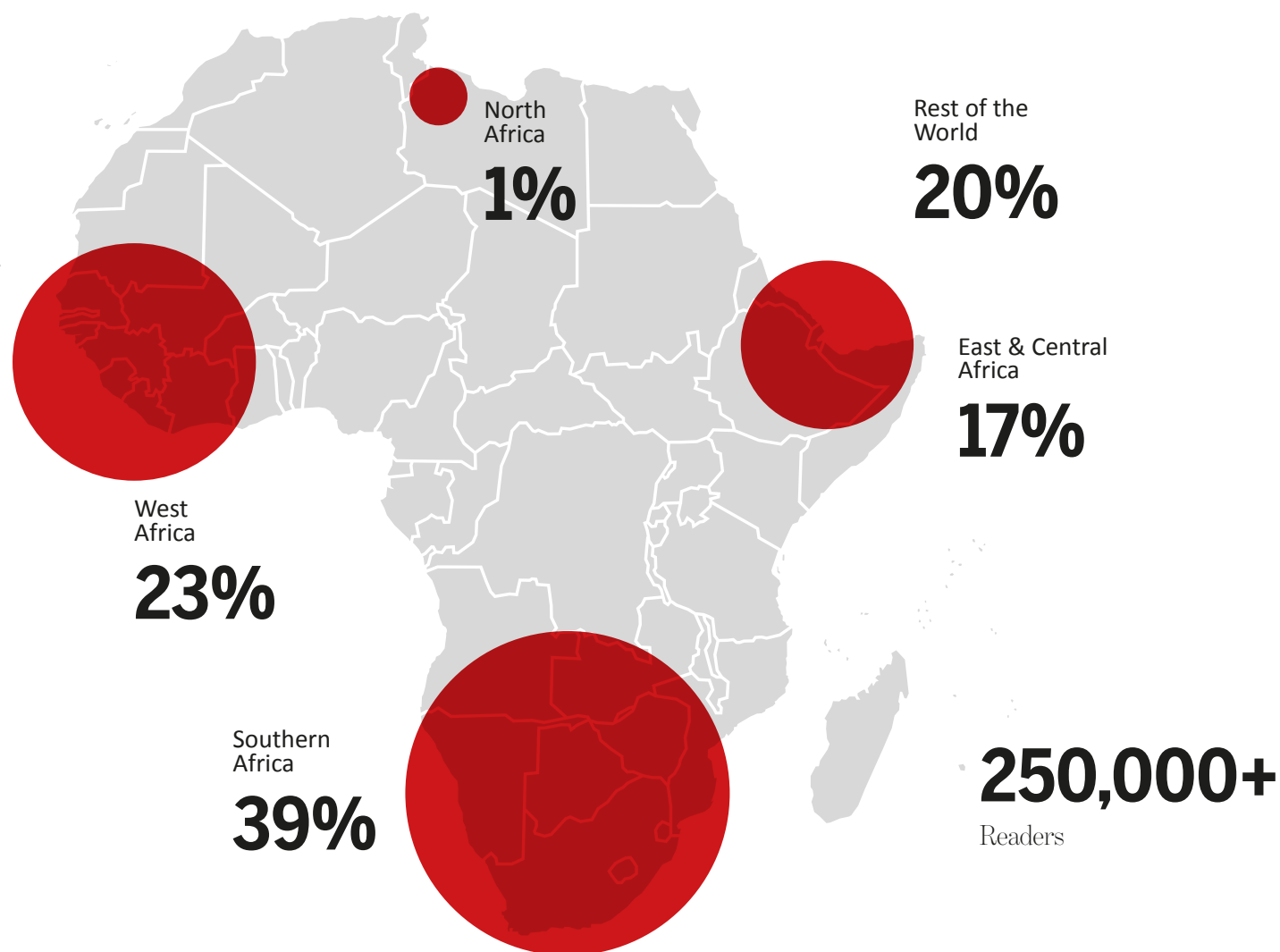
67,000+

Newsletter
subscribers

75,000+

Page views
per month

Our Print Reach



DISTRIBUTION AT KEY INTERNATIONAL EVENTS

World Economic Forum Annual Meeting,
World Bank Annual Meetings,
African Development Bank Annual Meeting,
Afreximbank Annual Meeting,
UN General Assembly,
UN Climate Change Conference COP28

250,000+
Readers

27,000
Circulation

100+
Countries

ABLive.

CONVENING GLOBAL LEADERS

African Businesses' unique access to the world's most influential leaders, policy-makers, entrepreneurs and artists is brought to life through our ABLive experiences. During our events, whether in-person, hybrid or virtual, global forces come together to harness their collective knowledge, address today's critical issues and discover innovative solutions.

Our dynamic and interactive events showcase our storied brand and iconic franchises as well as our incomparable access to influential leaders and global, diverse audiences.

ABVoice.

TAILORED REPORTING

Connect your business to African Businesses' influential global audiences by promoting the thought leadership of your executives, sharing your expertise and celebrating achievement with people-focused storytelling.

ABStudio.

DEEPENING ENGAGEMENT

ABStudio is our award-winning in-house creative content team made up of journalists, designers and project managers. Our brands have been telling stories for decades and we have loyal readers who come to us for trusted and reliable content. Environments matter and advertisers get better ROI working with premium publishers who have an engaged readership.



ABLive.

ABVoice.

ABStudio.

Connect via African Business' Editorial Platforms

Our team of award-winning content creators brings an array of cutting edge editorial products to ensure you reach your target audiences in the right place - at the right time.

COUNTRY REPORTS

Insightful analysis of the latest developments, challenges and opportunities of a specific country through in-depth interviews with business and government leaders, capturing a complete overview 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 sector-specific rankings are developed in collaboration with trusted partners, and known for their unique reach, methodology and authority:

- Africa's Top Companies
- Africa's Top Banks
- Africa's Best Brands
- Africa's Employers of Choice

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, and can, if required, be translated and published in our French titles.

**AFRICAN BUSINESS IS
VERY INTERESTING IT
GIVES AN INSIDE VIEW
IN A REFRESHING LIGHT
OF WHAT IS HAPPENING
WITHIN THE REGION.**

AFRICAN BUSINESS READER

Our Services

ADVERTISING

Our eye-catching print and digital adverts are seen by thousands of readers every month, all over the world. Tell your brand's story by placing your advert amongst features on trusted names and brands, insightful interviews, and exclusive Special Reports and dossiers.

ADVISORY

Our expert event consultants have many years of experience in their field, and a long history dealing in markets in the major economic hubs of Africa, the Middle East, and globally. Give your business a boost with our bespoke guidance, tailored to your company's needs.

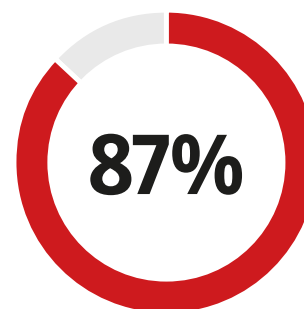
DIGITAL

Keeping our readers up to date with the latest news and views, our popular newsletters, website, and social channels are the prime spot for your adverts, featuring easily-accessible, popular content with a global reach and an ever-growing audience.

EVENTS

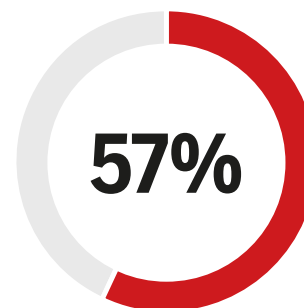
Our events showcase the best, must-attend in-person, virtual and hybrid events covering all aspects of Africa's vast and growing potential. Increase visibility for your event through an enhanced listing on our dedicated events page.

Our Readership



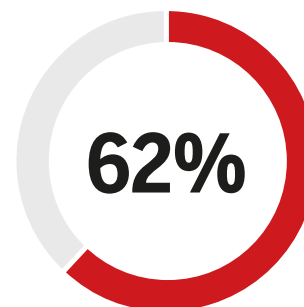
ECONOMICALLY ACTIVE

87% of our readers are aged between 22 and 55



AFRICAN

57% of our readers are based in the African continent



LEADERS

62% of our readers are C-Suite executives and senior policy makers

Partner Content - Online and In Print

As a partner to African Business, our editorial team will create bespoke branded content that focuses specifically on your brand, product or service and is fully credited to your business. It will be featured prominently on our website, promoted across our social media channels to our global followers, and included in our weekly newsletter.

By partnering with us, in print or online, you will be aligning your brand with one of the most renowned and trusted authorities on African affairs in the world.

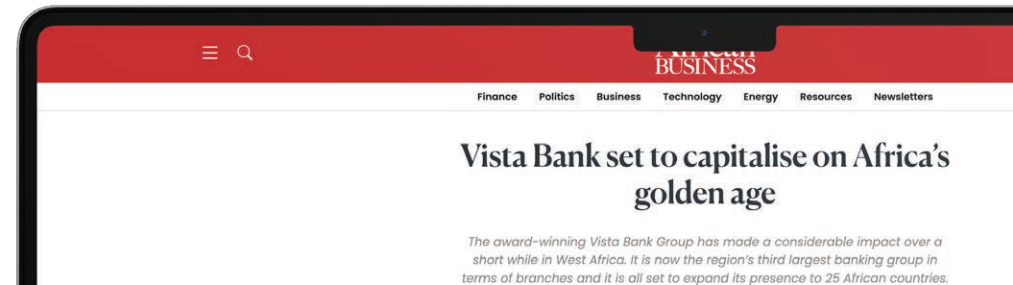
FEATURES

- Your article will be featured on African Business home page for at least 1 week
- The article will be credited to your organisation
- The article will be featured in one weekly newsletter

MAXIMISE YOUR REACH

75,000+

page views
per month



Dossier

African Business is more than just a newsbrand; its insightful commentary and analysis shapes the African agenda and offers its readers unparalleled insight into the continent's extraordinary growth.

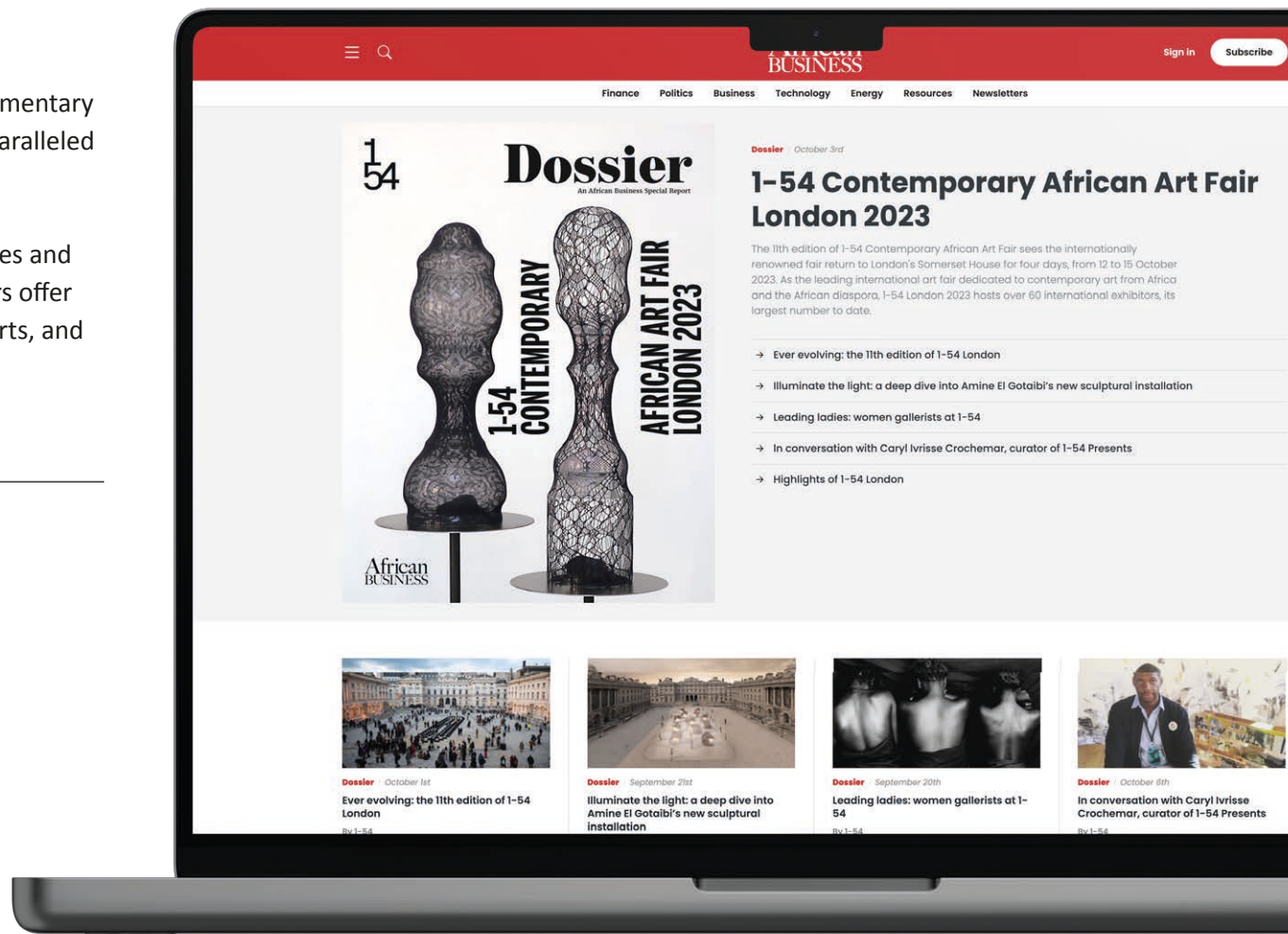
Featuring insightful analyses of the latest developments, challenges and opportunities of a sector, trend, or business, our exclusive dossiers offer critical market analysis as well as vital insights from industry experts, and academics.

FEATURES

- Your article will be featured on the main page for 1 week
- The article will be credited to your organisation
- The article will be featured in one weekly newsletter

**AFRICAN BUSINESS IS
A SHARP FOCUSED PAN-
AFRICAN MAGAZINE
WITH DEEP ANALYSIS ON
CURRENT ISSUES.**

AFRICAN BUSINESS READER



Partner Hub

Place your content at the heart of African Business's website for maximum exposure and engagement with our global audience. Your dedicated brand page on the African Business website will firmly align your brand with our editorial prestige, and will feature your company's logo and biography above your latest engaging partner content.

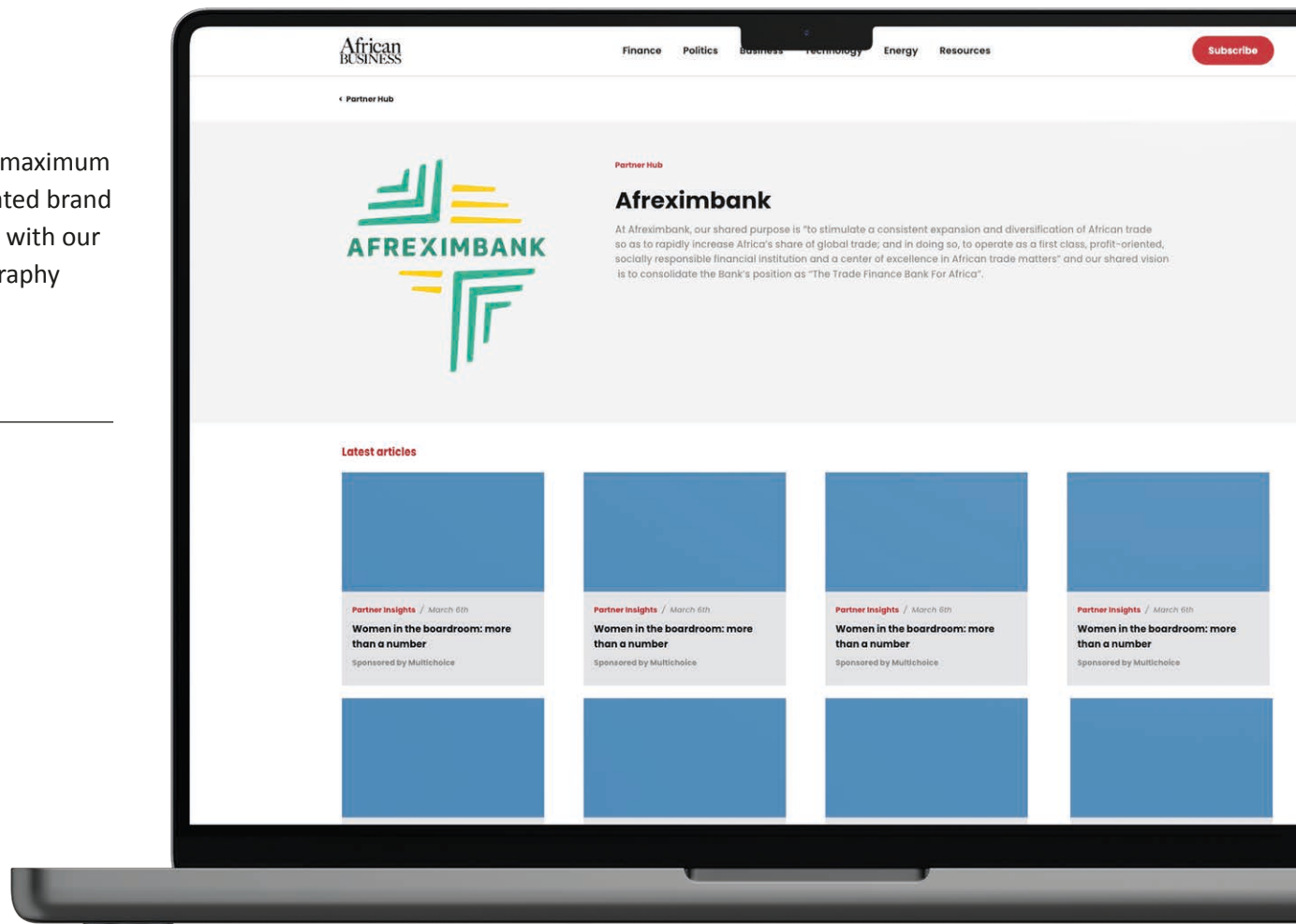
FEATURES

- Branding of your Partner Hub page
- Unlimited native content within the page
- Sharing social media posts with our audience*
- Partner Insight in one weekly newsletter
- Featured on the home page of the website for one month

OURS USERS ENGAGE WITH YOUR CONTENT

3m52s

Average time
spent per page



* Social media sharing is limited to LinkedIn, Facebook and Twitter 1 per week

Weekly Roundup

Landing in the inboxes of over 30,000 subscribers every Friday morning, our Weekly Round-Up newsletter keeps our readers up to date with our latest news and views, dossiers, and feature articles. Our newsletter offers four prime advertising slots placed alongside our innovative content.

Give your company's advert maximum exposure by placing it alongside the week's biggest stories as they are downloaded and digested by our global readership at the end of every week.

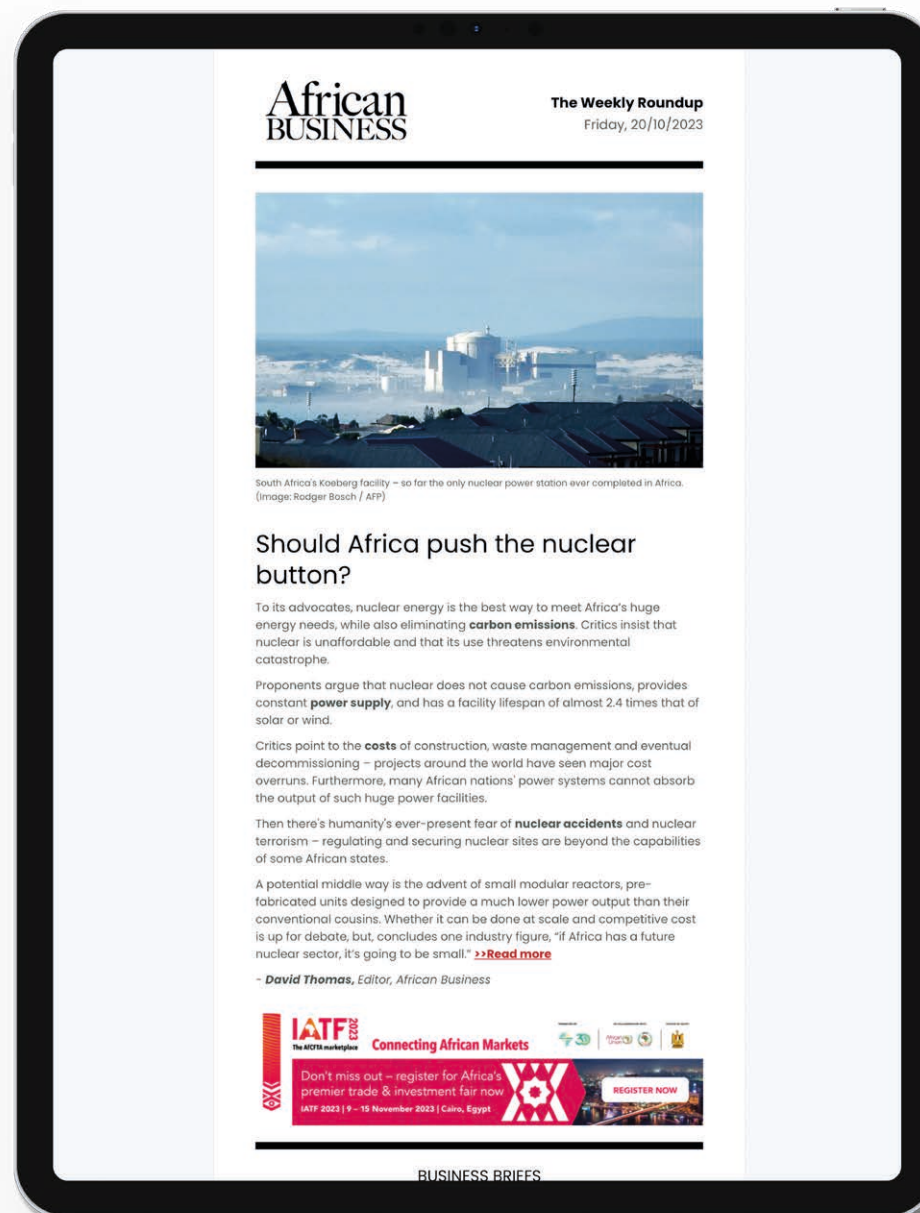
MAXIMISE YOUR REACH

67,000+

newsletter
subscribers

62%

C-level executives
& snr management



Events

AB Events has established itself as one of the leading organisers of African business, financial and political events. From small workshops and round-tables, to large business conferences and awards ceremonies, our events are recognised as one of the premier fixtures on the international calendar, and provide an excellent opportunity to network with decision makers and leaders from around the world.

Our specialist and experienced in-house team organise a wide range of forums aimed at tackling pressing issues of today. They are designed to provide an innovative platform bringing together prominent leaders from around the globe to discuss modern day ideas and develop suitable and actionable plans. To date we have organised events in Africa, the Middle East, Europe, the USA and Asia.

**AFRICAN BUSINESS
OPENS MY MIND ABOUT
OPPORTUNITIES IN
AFRICA AND WHERE THE
CONTINENT IS GOING.**

AFRICAN BUSINESS READER

KEY SERVICES

- » Project Management
- » Consultancy
- » Partnerships
- » Social Media Management
- » Programme Agenda
- » Speaker Management
- » Sponsorship
- » Logistics
- » Registration Management
- » Event Management
- » Content Creation
- » Post-Event Follow Up

20+

events per
year

2000+

average
attendance

RECENT PARTNERS



Department for
Business & Trade



Advisory

With an experienced media arm and a dynamic events team we have the essential skills to provide first class communication strategies. By combining creative strategic visions with professional implementation practices we guarantee your brand gets full exposure across the globe.

We offer a multi-disciplinary consultancy service, providing tailored solutions to meet the needs of even the most demanding clients and we have numerous research services to help you better understand your target audience ensuring your message does not get lost in translation.

From enhancing your brand's global or regional penetration, to managing public relations during crisis situations we are able to draw on the specialist skills and unique experiences of each individual member of our team ensuring you receive only first-class solutions.

KEY SERVICES

- » Public Relations
- » Media relations
- » Promotional materials
- » Event management
- » Brand management
- » Campaign planning
- » Marketing strategy
- » Social media management
- » Digital Platforms
- » Print, audio and video content creation



Editorial Calendar

FEBRUARY ON SALE 02/02

Travel and Tourism

Mining

Country Briefing - Nigeria

Mining Indaba

AU Heads of State Summit

MARCH ON SALE 01/03

Women in the boardroom; The leaders driving change

Future of Media

ECA Conference of Ministers

LSE Africa Summit

APRIL ON SALE 08/04

Artificial Intelligence

African Banker Awards Preview

World Bank Spring Meetings

MAY ON SALE 03/05

Top Companies

Infrastructure Finance

Country Briefing - Kenya

AfDB Annual Meetings

UK-African Investment Summit

JUNE ON SALE 07/06

Top Brands

Creative Industries

Country Briefing - Uganda

Afreximbank Annual Meetings

CHOGM

JULY ON SALE 05/07

Top Guide - Ghana

Young Disruptors Driving Change

Education

Africa Energy Forum

AUGUST/SEPTEMBER ON SALE 02/08

Agribusiness

HNWI / Luxury / Property

Country Briefing - South Africa

AGRF 2024

OCTOBER ON SALE 04/10

Top Banks

Energy Report

Country Briefing - Angola

AFSIC

African Energy Week

NOVEMBER ON SALE 01/11

Start-Up Africa

Private Equity

Country Briefing - Morocco

AfricaCom

Africa Investment Forum

DECEMBER/JANUARY 2025 ON SALE 07/12

Cryptocurrencies

Africa's sports industry

Country Briefing - Egypt

WEF Davos

Super Returns

Print Rates

ISSUE	GBP £	EURO €	US \$
INSIDE FRONT COVER DOUBLE PAGE SPREAD	22,900	28,900	32,060
DOUBLE PAGE SPREAD	19,500	24,570	27,300
OUTSIDE BACK COVER	13,900	17,500	19,460
INSIDE FRONT COVER	12,900	15,600	18,060
INSIDE BACK COVER	11,900	14,400	16,660
FULL PAGE	10,900	13,080	15,260
1/2 PAGE	6,500	7,800	9,100
1/3 PAGE	4,950	5,940	6,930
1/4 PAGE	3,950	4,740	5,530
1/4 PAGE STRIP	1,600	1,920	2,240

Publication Deadlines

ISSUE	RAW CONTENT DEADLINE	DISPLAY COPY DEADLINE
FEBRUARY	16 January	19 January
MARCH	13 February	16 February
APRIL	19 March	22 March
MAY	16 April	19 April
JUNE	20 May	23 May
JULY	18 June	21 June
AUGUST/SEPTEMBER	16 July	19 July
OCTOBER	17 September	20 September
NOVEMBER	15 October	18 October
DECEMBER/JANUARY 25	19 November	22 November

Advertising Specifications

PRINT

PRINT AD SIZE (HEIGHT x WIDTH)	BLEED	TRIM	TYPE
DOUBLE PAGE SPREAD	276 x 426mm	270 x 420mm	242 x 396mm
FULL PAGE	276 x 216mm	270 x 210mm	242 x 186mm
HALF PAGE HORIZONTAL	-	-	118 x 186mm
HALF PAGE VERTICAL	-	-	242 x 91mm
THIRD PAGE HORIZONTAL	-	-	80 x 186mm
QUARTER PAGE	-	-	118 x 91mm
QUARTER PAGE STRIP	-	-	22 x 186mm

DIGITAL

DIGITAL AD SIZE	DIMENSIONS	MAX FILE WEIGHT	ACCEPTED FILE TYPES
BILLBOARD	970 x 250px	150 Kb	.jpg/ .png/ .gif
LEADERBOARD	728 x 90px	150 Kb	.jpg/ .png/ .gif
MPU	300 x 250px	150 Kb	.jpg/ .png/ .gif
DMPU	300 x 600px	150 Kb	.jpg/ .png/ .gif
MOBILE BANNER	300 x 50px	150 Kb	.jpg/ .png/ .gif
NEWSLETTER BANNER	600 x 150px	150 Kb	.jpg/ .png/ .gif

Digital Rates

WEBSITE

PRODUCT (GBP)	CPM	1 WEEK	1 MONTH
BILLBOARD (ABOVE THE FOLD)	95	800	2,600
BILLBOARD (BELOW THE FOLD)	80	680	2,200
LEADERBOARD	80	650	2,000
DMPU	55	530	1,700
MPU	45	450	750
MOBILE BANNER	45	450	750
TAKEOVER	-	3,300	10,500

NEWSLETTER

PRODUCT (GBP)	1 WEEK	2 WEEKS	1 MONTH
NEWSLETTER BANNER	1,500	2,700	4,500
SPONSORSHIP	3,000	5,400	9,000

Terms + Conditions

The following are certain terms and conditions governing advertising published in African Business magazine (the “Magazine”). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, instructions or documents other than this Rate Card will be binding on IC Publications (“Publisher”) unless Publisher agrees to such terms and conditions in writing.

1.

AGENCY COMMISSION AND PAYMENT

Submission of insertion order by advertising agency on behalf of advertiser constitutes agency’s agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on advertising space charges may not be applied to production charges.

2.

CANCELLATION AND CHANGES

Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

3.

PUBLISHER’S LIABILITY

Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

4.

MISCELLANEOUS

Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys’ fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.

Contact Us

ADDRESS

7 COLDBATH SQUARE
LONDON
UNITED KINGDOM
EC1R 4LQ

TELEPHONE

SWITCHBOARD - 020 7841 3210

EMAIL

COMMERCIAL
advertising@icpublications.com

EDITORIAL
editorial@icpublications.com