



# AFRICA

GLOBAL FUNDS



## **ADVERTISING & SPONSORSHIP 2018**

# AGF MAGAZINE



## **Magazine catch-line:**

Explore, Learn, Connect

## **Type of magazine:**

Business-to-Business / Trade publication

## **Target Audience:**

Global asset managers (traditional and alternative), asset owners that are interested to invest or are investing in Africa

**CIRCULATION  
PER MONTH:**

- Print/Digital  
**3000+**

- Unique Web Sessions  
**1,700+**

- On the Web

**Avg. Session  
4+ minutes**

## **Magazine summary:**

Publication focused on African asset management and private equity. The magazine provides news articles, analysis and investment strategy, market coverage from an investment perspective, expert opinions, interviews, panel discussions and data on listed and unlisted funds.

## **Brand values:**

The unique selling point of AGF magazine is that it is the sole publication on the market covering all asset classes across Africa. There are no direct competitors in terms of magazines. While there are publications on Africa that cover more general news and also publications that cover a specific asset class or a specific African region, they offer some of the things we do, but they do not have everything in one magazine and website. AGF is the one stop shop for funds and its investors.

## **Sponsorship packages:**

After assessing what other publications currently command for companies advertising in their publications, we have produced the following price scale that is less expensive and appropriate for the development of the magazine.

# MAGAZINE ADVERTISING

Our magazine is distributed directly into the hands of your potential clients. Take advantage of our cost-effective rates, targeted audience, and our distribution at Industry Events where your message will gain unmatched exposure for the price.

## Print & Digital per month

Description of placement	Price
Outside back cover	<b>\$2200</b>
Outside front cover	<b>\$2000</b>
Inside back cover	<b>\$1800</b>
Middle of magazine (half or full)	<b>\$1000/\$1500</b>

### Full page:

210mm x 297mm  
3mm bleed  
300 DPI  
Adobe PDF Format  
CMYK

### Half page horizontal:

210mm x 148mm  
3mm bleed  
300 DPI  
Adobe PDF Format  
CMYK

## Sponsored editorial

Description of placement	Price
Two pages (1400 words, text only or 1100 words with charts)	<b>\$1500</b>
One page (750 words, text only)	<b>\$1000</b>

Articles can include links, cover any topic of your choice; pdf rights are included



# WEB ADVERTISING



The Africa Global Funds website is easy to navigate and full of original and engaging content. Gain international exposure on every page of our site for your business through the available options.

## Available selections (728x90px)

Description of placement	Monthly Price
Seen at the top of every page; maximum exposure for your brand	<b>\$900</b>
In the sliding sections; seen on main, news, and data pages. Prices vary depending on placement/duration	<b>\$300 - \$600</b>
Embedded within the article pages, shown underneath byline if article is for purchase. Could be purchased to include all or specific sections. Prices vary depending on placement/duration	<b>\$400 - \$600</b>
In the footer of every page; discounts available depending on duration	<b>\$300</b>

## Sidebar (300px wide; 250 or 100px high)

**250px starting at \$200**  
up to \$450

**100px starting at \$100**  
up to \$300

The above placement options are available to these smaller banners as well. Prices are adjusted accordingly. Contact us for more information.

## Weekly newsletter

**796x200px starting at \$500**

Sent weekly to all of our newsletter subscribers; duration discounts available.

# SPONSORSHIP OPPORTUNITIES

Sponsorships support Africa Global Funds development while providing advertising incentives in return. All packages maximise your return and brand exposure. Our offerings include ad space in our Print and Digital magazine, website, newsletter, as well as editorial content.

## Bronze - 3 months

Prices include 15% off per month from magazine advertising. The web banners will appear in one section of your choice on our website e.g. News, Opinion, Analysis with middle placement priority.

A4 Print & Digital Magazine placement	Web	Newsletter	Editorial	Price
Outside back	728x90	x	1 article (1 page, 750 words) included in any magazine during period	<b>\$5,610</b>
Outside front	728x90	x		<b>\$5,100</b>
Inside back	300x250	x		<b>\$4,590</b>
Middle	300x250	x		<b>\$3,825</b>

## Gold - 12 months

Prices include 40% off per month from magazine advertising. The web banners will appear all sections of our website e.g. News, Opinion, Analysis with high placement priority as well as the News slider banner on the Main page.

A4 Print & Digital Magazine placement	Web	Newsletter	Editorial	Price
Outside back	728x180	600x200	3 individual articles included in any magazine during period limited to 4 pages in total; comments (1 page, 750 words), analysis (2 pages max, 1400 words text only or 1100-1200 words with charts)	<b>\$15,840</b>
Outside front	728x180	600x200		<b>\$14,400</b>
Inside back	728x180	600x150		<b>\$12,960</b>
Middle	728x180	600x150		<b>\$10,080</b>

## Silver - 6 months

Prices include 25% off per month from magazine advertising. The web banners will appear in 2 sections of our website e.g. News, Opinion, Analysis with middle placement priority and middle placement on Main page.

A4 Print & Digital Magazine placement	Web	Newsletter	Editorial	Price
Outside back	728x90	600x150	2 individual articles included in any magazine during period limited to 3 pages in total; comments (1 page, 750 words), analysis (2 pages max, 1400 words text only or 1100-1200 words with charts)	<b>\$9,900</b>
Outside front	728x90	600x150		<b>\$9,000</b>
Inside back	300x250	600x150		<b>\$8,100</b>
Middle	300x250	600x150		<b>\$6,750</b>

# HOW TO REACH US

If you are interested in advertising with Africa Global Funds or becoming a sponsor, please contact us through any of the below channels

## Telephone

+1 (718) 787-6105

## Skype

AfricaGlobalFunds

## E-mail

[info@africaglobalfunds.com](mailto:info@africaglobalfunds.com)

## Web

[www.africaglobalfunds.com](http://www.africaglobalfunds.com)

