

The magazine: - Bi-Weekly

'New Africa Analysis' was launched in 2008 with the aim of providing a balanced, analytical account of current African news and affairs. The editor's goal is to promote the positive progress in the continent, which is backed by a strong anti-corruption agenda, good governance and accountability – major themes in the magazine.

The layout, design, editorial and scope are of high quality and, although we are incredibly proud of what we have already achieved, we are always looking for ways to improve and develop the magazine. We want to provide the best possible coverage to our well-informed and forward-looking readers. Our editorial board consists of a number of highly regarded individuals with a great deal of expertise in Africa. This gives us a unique and informed perspective. With the help of this team and our growing number of correspondents within the continent 'New Africa Analysis' has a strong and credible presence. As a fortnightly publication we keep our readers up-to-date with current news, but we also provide longer features for greater insight and depth.

The distribution:

Our current print run is 15,000 copies, which includes 10,000 for South Africa, and 5,000 for the UK, Nigeria and Sierra Leone. We envisage significant expansion of these numbers as we extend our reach in the months ahead into a number of other African countries as well as the US.

The readers:

The readers of 'New Africa Analysis' are the decision-makers in government, NGOs and leaders in the private sector across Africa. They are business people, opinion makers, influencers and academics who share our view that Africa has come of age. We will be undertaking a reader profile exercise and the results will be available to our advertisers.

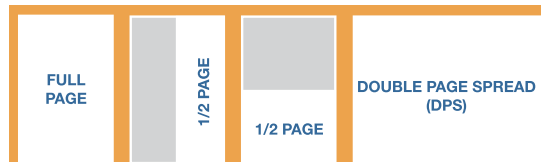
The market:

The African continent has nearly one billion people and some of the fastest growing markets in the world. Over 100 million middle-class consumers across Africa are now buying prestige cars, making financial investments, running companies, travelling internationally and have large disposable incomes.



Mechanical Data:

Size	Trim (depth x width)	Type (depth x width)	Bleed (depth x width)
Full Page (A4)	267mm x 180mm	297mm x 210mm	303mm x 216mm
1/2 Page (Vert)	267mm x 85mm	-	-
1/2 Page (Horz)	130mm x 180mm	-	-
DPS	267mm x 390mm	297mm x 420mm	303mm x 426mm



Copy requirements:

Application files:

QuarkXpress, Adobe Photoshop, Freehand and Adobe Illustrator with all support files and fonts included.

Pictures:

TIFF, JPEG and EPS formats. Resolution should be 300dpi at the size to be published. Colour pictures should be saved as CMYK and mono pictures as greyscale.

PDF files:

Distil using Acrobat 4 or higher with compression set at the highest quality, all fonts embedded.

Advertising Rates - Magazine:

Full page	£3,000.00
1/2 page	£1,500.00
IFC	£3,850.00
OBC	£4,500.00
IBC	£3,650.00
DPS	£5,400.00

MATERIAL DEADLINES & PUBLICATION DATES 2010:

COPY DATE	PRESS DATE	PUBLICATION DATE
22.09.10	24.09.10	28.09.10
06.10.10	08.10.10	12.10.10
20.10.10	22.10.10	26.10.10
03.11.10	05.11.10	09.11.10
17.11.10	19.11.10	23.11.10
01.12.10	03.12.10	07.12.10
15.12.10	17.12.10	21.12.10

NB: All rates are exclusive of VAT. T&Cs are applicable.

Special offer – UK Advertisers only.*

To celebrate the ongoing success of 'New Africa Analysis' we wish to create a 'Gold' advertiser's category. To qualify the first 10 UK advertisers booking a minimum of three issues (either consecutively or alternate issues) within the magazine will qualify for a 50% discount on ALL space booked in the magazine until December 31, 2011.

**Booking must be made by UK based company/organisation where the billing address is in the UK and invoiced in BGP (£).*

Cancellation:

Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date.

Publisher and advertising sales:

New Africa Analysis Limited
 Studio 5, Hayes Business Studios, Hayes Campus
 Off Coldharbour Lane, Hayes, Middx UB3 3BB
 Tel: +44 (0)1895 471 018 / Fax: +44 (0)1895 471 028
www.newafricaanalysis.co.uk

Online

With a current average of 200,000 hits, and 20,000 unique visitors a month and growing rapidly, our website is an important asset. The website is updated daily with new stories (both brief and extensive), editor's blogs and pictures. It contains all the information about 'New Africa Analysis', including downloadable electronic/digital copies of the magazine, contact details and our mission statement and our editorial board. Although we are high on internet search engine lists, we continue to establish more links throughout the web to make our website increasingly prominent.

Many of our hits come from the UK, but we have a growing international interest from the United States, Brazil, Poland and Germany. This gives us encouragement to extend our international horizons ever further. We realise the potential and importance that social media has to the development of our business, as it is informative and has an unlimited clientele that needs to be tapped.

We are therefore on:-



facebook

myspace®

These are updated five days a week with images, status updates, blog entries, news and events to keep our current and new followers in the know.



Website Advertising:

Banner advertising is available at the top and on the side bars of the website for a period of one calendar month.

Banner size:

The advert can occupy an area of 728 x 90 pixels.
Please contact us for latest dimensions.

Format requirements:

Flash, GIF (static or animated) or JPEG (we prefer Flash)
Please remember with Flash format advertisements that the target URL must be embedded in the file.

Recommended file size:

50kB for maximum visibility.

Advertising Rates - Web:

Home page	£750.00 per month
Headlines	£800.00 per month
Latest News	£800.00 per month
Editors Blog	£850.00 per month

Joint rates are available to advertiser taking advertising in the magazine and on line during the same period. Please contact us for further details.

NB: All rates are exclusive of VAT but inclusive of agency commission. VAT is as applicable. T&Cs are applicable.

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Terms & Conditions - Advertising

1. Acceptance of an order shall occur once an officer of or appointed by NEW AFRICA ANALYSIS LTD has duly considered and approved the order.
2. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order which has been accepted without stating any reasons thereof. No liability is accepted for losses arising from omission, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error. In case of such losses, the advertiser is not exempted from any contractual obligations.
3. Late receipt of proof and non-receipt thereof by the applicant does not exempt him/her from any contractual obligations.
4. No advertisement orders containing the condition that write-up space will be dedicated to the advertise, or any other conditions relating to positioning, will be accepted.
5. The advertiser will furnish relevant material before the material deadline date as published in the rate card.
6. NEW AFRICA ANALYSIS LTD does not guarantee any results in respect of advertisements inserted in the magazine.
7. No cancellation of advertisements will be accepted after the booking deadline dates as published in the rate card.
8. Verbal cancellations will not be accepted. All cancellation requests shall be made to NEW AFRICA ANALYSIS LTD in writing and are only recognized upon the written acceptance by NEW AFRICA ANALYSIS LTD.
9. The advertiser will be liable for all damages and costs that may arise from any action which may be instituted against NEW AFRICA ANALYSIS LTD as a result of the publication of an advertisement.
10. A certificate purported to be signed by a responsible officer of or appointed by NEW AFRICA ANALYSIS LTD will be prima facie proof of amount plus interest due by the advertiser at that time.
11. All rates are strictly nett. Accounts are payable within 30 days from date of invoice. Invoicing will take place on date of publication. Interest on arrears shall be payable at maximum rates as determined in the National Credit Act of 2005, if applicable to such agreement, otherwise at 2% (two per cent) per month, which interest shall be the interest to be capitalized monthly, subject to the provisions of the NCA and its regulations, if applicable.
12. In the event of any payment not being made by the advertiser on/or before the due date, the full balance will immediately become due, owing and payable.
13. The advertiser consents to the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on an attorney-client scale, collection charges and tracking fees, in the recovering of all amounts due to NEW AFRICA ANALYSIS LTD.
14. The advertiser undertakes to notify NEW AFRICA ANALYSIS LTD in writing within 7 (seven) days of any change of address.
15. The advertiser undertakes, notwithstanding any sale of its business, and/or change of its members, to accept liability of settling its debt to NEW AFRICA ANALYSIS LTD in full.
16. The advertiser warrants the authority of the signatory to this agreement and warrants the correctness of the information on the order booking form.
17. The street address as mentioned on the order form has been chosen as domicilium citandi et executandi for any purpose, action or payment as far as the ordering of advertising is concerned.
18. These terms and Conditions constitute the entire agreement. Any deviations from these are only acceptable insofar as these are expressed in writing and duly signed by an officer of or appointed by NEW AFRICA ANALYSIS LTD.

Accepted by:

Date

Advertiser

Signature

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