

# AFRICAN DECISIONS

African Decisions is a comprehensive quarterly corporate and government journal designed to reflect the developing nature of Africa's intercontinental and international trade environment. It offers readers a structured coverage of business intelligence tailored to the needs of those who do business in, or with, Africa. Over 6 000 copies are distributed to decision-makers and senior initiators in African industry, commerce, the ICT and satellite sectors and government, as well as to directors of listed companies in sub-Saharan Africa. It has an audited quarterly distribution of **15 532** and a print run of 17 000. Among the readership are private and public sector CEOs, company directors, government ministers and various state officials.

It is for sale at selected Exclusive Books outlets in South Africa and is the media partner to the following conferences: Mining Indaba, SatCom Africa, Africom and the Africa Oil Week.

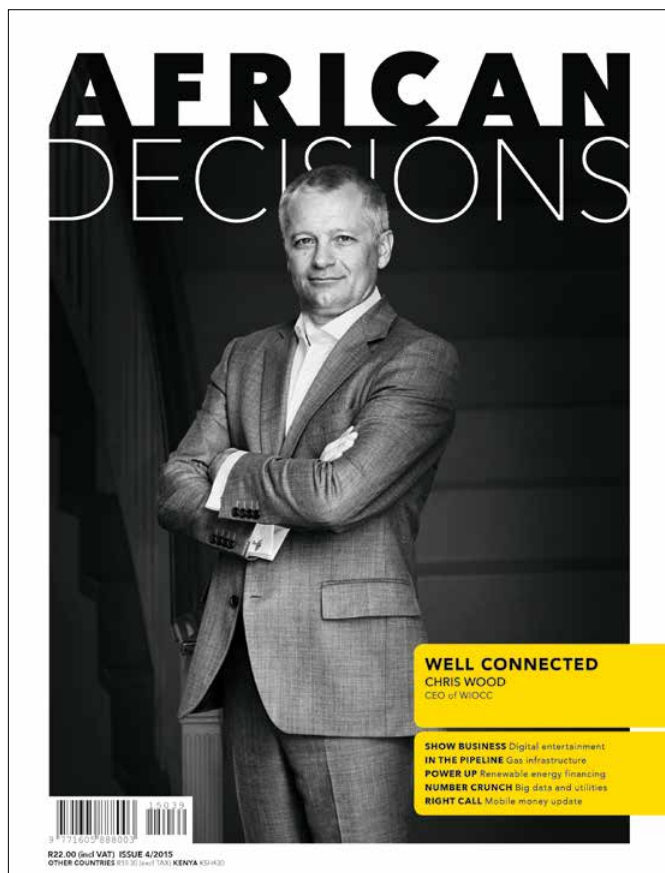
## AIRLINES

Approximately 3 000 copies of African Decisions are available at airport lounges in Johannesburg, Cape Town, Durban, Lagos, Harare and Lusaka and 9 000 copies are handed out in-flight on the following airlines:

Airlink  
SA Express  
Emirates  
Lufthansa  
Singapore airlines  
Air Botswana  
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Egypt Air  
Kenya Airways  
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## ADVERTISING RATES 2016

	Excl. Agency	Incl agency fee
<b>SIZE</b>		
Full colour A4 page	R34 950	R41 856
Full colour double page spread	R53 450	R64 011
Full colour half page	R24 075	R28 832
<b>COVER POSITIONS</b>		
Inside front cover (double page spread)	R58 950	R70 600
Inside back cover (single A4 page)	R42 750	R51 195
Outside back cover	R53 450	R64 011
<b>SERIES BOOKINGS</b>		
Bookings of two or more editions - less 10%		
<b>COMPANY PROFILE</b>		
1 X A4 full colour page advertisement, 2 X A4 full colour pages advertorials	R58 950	R70 600
<b>FRONT COVER PROFILE</b>		
Front cover picture of CEO, caption, featured in contents pages, 1 X A4 full colour page advertisement, 3 X A4 full colour pages interview	R89 950	R107 724
<b>COMPANY SURVEY (BOUND IN)</b>		
2 X A4 full colour page advertisements 6 X A4 full colour pages advertorials	R149 950	R179 580
<b>WEBSITE ADVERTISING</b>		
300 x 250 pixels	R5 000	-
728 x 90 pixels	R6 000	-
All the above rates exclude vat		

## ADVERTISING RATES 2016

Excl. Agency  
in USD

### SIZE

Full colour A4 page	\$3 295
Full colour double page spread	\$4 950
Full colour half page	\$2 250

### COVER POSITIONS

Inside front cover (double page spread)	\$5 495
Inside back cover (single A4 page)	\$3 950
Outside back cover	\$4 950

### SERIES BOOKINGS

Bookings of two or more editions - less 10%

### COMPANY PROFILE

1 X A4 full colour page advertisement, 2 X A4 full colour pages advertorials	\$5 895
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### FRONT COVER PROFILE

Front cover picture of CEO, caption, featured in contents pages, 1 X A4 full colour page advertisement, 3 X A4 full colour pages interview	\$8 950
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### COMPANY SURVEY (BOUND IN)

2 X A4 full colour page advertisements 6 X A4 full colour pages advertorials	\$14 950
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### WEBSITE ADVERTISING

300 x 250 pixels	\$500
728 x 90 pixels	\$600

All the above rates exclude vat