



this issue

Energy Report

Banking and Reform

Pharmaceutical Revolution

Special Report

Tourism

Company Profile

Africa Briefing is a magazine designed to provide news and information on Africa to Africans at home and abroad, and the wider global audience that has a committed interest in the continent's political, economic and social developments.

After decades of bad governance, conflict, rampant corruption and economic stagnation that have fanned negative reportage on the region in the global media, Africa today can be likened to the proverbial Phoenix rising from the ashes.

There is a marked improvement in political and economic governance. There are fewer conflicts; democracy and political stability is becoming the norm, while many countries are recording impressive economic growth rates. Foreign direct investment is increasing, and the continent is spoken of in glowing terms at many international fora. Even the most cynical of the global media have begun to acknowledge the positive transformation taking place in the region.

Africa Briefing, set up by a group of UK-based African journalists with a combined total of nearly 95 years' experience, aims to provide accurate, unbiased and authoritative news and analysis as well as trenchant opinion pieces on political, economic and social developments in Africa.

With a network of seasoned correspondents across Africa and the major European, American and Asian cities, Africa Briefing will have a commitment to publish news content that will serve as a source of record and information for all manner of readers including government officials, business leaders and academic institutions.

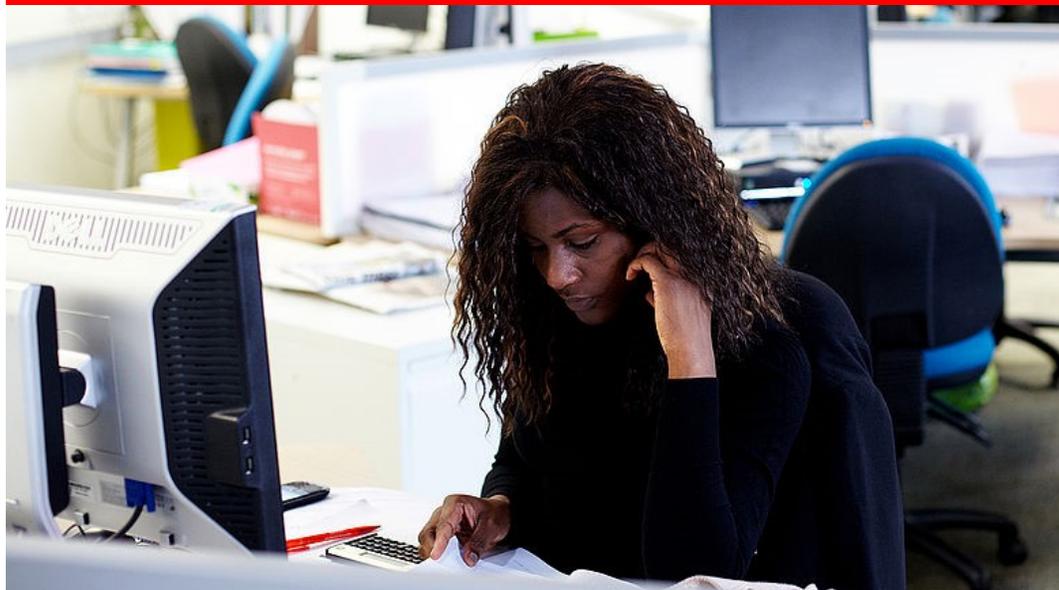
GEOGRAPHY

Africa	Europe
Asia	Middle East
Australia	South America
Canada	United Kingdom
Caribbean	United States

DEMOGRAPHICS

Male	55%
Female	45%
AGE	
18 - 24	28%
25 - 34	34%
35 - 44	16%
45 - 54	13%
55 - 64	6%
65+	3%

READERSHIP



The readers of Africa Briefing span a diverse demographic and range from business leaders, professionals, students and tomorrow's leaders who want to gain a better understanding of critical issues affecting the African continent. They represent a wide cross section of society working in governments, the private sector, academia and the arts.

Our digital platform features an e-magazine and has over 25,000 monthly global visitors with 32,827 Page Views; a figure that is increasing every month by 25%.

KEY CONFERENCES IN 2016

African Development Bank - 6th Tokyo International Conference

27 - 28 August Nairobi Kenya

Africa Investment Summit

5 - 6 September Kigali Rwanda

Africa Oil Week

31 Oct - 4 Nov Capetown South Africa

World Economic Forum

13 - 14 November Dubai UAE

African Economic conference

5 - 7 December Abuja Nigeria

TESTIMONIALS

We wish to compliment the Africa Briefing Magazine for its insight and value added stories from the Last Frontier. From a Scandinavian view the quality of material presented on time gives us the edge for investment and business purposes. Keep up the good work.

Jon Marius Hoensi MD Marex Group, Norway.

I write in conjunction with JIC Holdings and its CEO, Mark Anthony Johnson, to commend Africa Briefing on its coverage of the important political, economic and social news and events in Africa Briefing over a wide range of topics is very impressive. I look forward to future editions.

David W Gouldman, Consultant, JIC Holdings, United Kingdom

Africa Briefing is an interesting new project. The publication helps fill the gap in business and economy-focused African journalism. Africa Briefing combines a good news sense with crisp copy to the reader rapid immersion into what is important in economies across the continent.

James Schneider, Editorial Director, NewsAfrican Magazine, London, UK



FOR INFORMATION ON HOW
TO ADVERTISE

CONTACT:

AFRICA BRIEFING

www.africabriefing.org

Kemp House
152 City Road
London. EC1V 2NX

Tel: 0203 815 7933

Email: advertising@africabriefing.org

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Worldwide Reach...



SPECIAL REPORTS

Our tailor-made special reports are the most effective way to reach investors, stakeholders and international business leaders with a keen interest in Africa. They are produced and designed by our professional team of editors and designers to guarantee the highest quality and the greatest impact. The special reports are published every quarter and is available on our website in digital format. Our considerable experience will help you to communicate your message in a cost-effective manner and you are welcome to contact us for your own bespoke requirements.

Rates *	(£)
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16 Page	70,000

* Introductory rates are available



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CURRENT EDITION MAIN STORY HEADLINES

HEADLINES

ISSUE 00 MONTH YEAR

AFRICA BRIEFING

www.africabriefing.org

Pan-African News Magazine

Kemp House
152 City Road
London. EC1V 2NX

Tel: 0203 815 7933

Email: publisher@africabriefing.org

editor@africabriefing.org, advertising@africabriefing.org