

MARKETING

AFRICA

BRAND PROFILE

The launch of MARKETING AFRICA magazine was necessitated by the need to have a value packed marketing publication for the business community in east Africa & beyond. Published by **Marketing Africa Limited**, the magazine has established a truly regional presence.

The name "MARKETING AFRICA" was coined out of the need to ensure the magazine captures a wider readership across the board. MARKETING AFRICA magazine has vested interest in achieving optimum readership levels, being the reference source on developments in the regional marketing field, as well as helping the marketing fraternity interact & nurture credible relationships with various interest groups.

BRAND PERSONALITY:

MARKETING AFRICA magazine is an up-market marketing publication with the bulk of its contributions coming from members of the marketing fraternity in particular and the wider business community in general. The magazine seeks to deliver more value, more often to more people in the marketing world and beyond by boldly tackling topical issues on marketing and related issues.

BRAND STYLE AND COLORS: Current artistic and intellectual properties of the magazine are as follows:

- 1). The name MARKETING AFRICA appears in **Myriad semi bold** font. The inside writings are mainly in **Book Antiqua** font.
- 2). MARKETING AFRICA is printed in A4 format in Full Color. The cover is 150-gsm glossy art paper UV varnished, whereas the inside pages are 100 GSM glossy art paper. The magazine is now available in digital interactive format. Other properties are evolving on an ongoing basis.

BRAND ASPIRATIONS:

MARKETING AFRICA aspires to be the magazine of choice for all business executives in East Africa and beyond. It seeks to be well regarded by opinion leaders, businessmen and professionals in the ABC-1 social grouping.

The magazine looks forward to positioning itself as trendy, informative, provocative, entertaining and definitely a **must read** for all in marketing and related fields. Subscribers to the magazine should anticipate it. MARKETING AFRICA wants its ardent readers to eagerly anticipate the arrival of every next issue.

BRAND PROMISE:

MARKETING AFRICA promises to avail a trendy, informative, well-researched, provocative, entertaining & authoritative marketing magazine every two months. The magazine promises to live up to its aspirations and to create the critical focal point & forum for business executives in the region to constantly interact, share and commune with each other.

PSYCHOGRAPHICS

The MARKETING AFRICA magazine reader is a discerning person who appreciates value for money. He / She seeks to be seen as current, informed & reasonably trendy in all aspects of their lives. The reader can afford to spend, often reimbursed by the employer. He / She can afford to spend on a number of items including: Quality housing, Furnishing, Entertainment, Personal appearance & Health, Insurance, Holidays & Travel, Books, Artifacts and so on.

Most MARKETING AFRICA magazine readers have surpassed basic and security needs, and will therefore be looking at things that enhance esteem and self-actualization. The MARKETING AFRICA magazine reader will therefore look beyond the core value of products and services to other perceived value.

WHO READS MARKETING AFRICA MAGAZINE?

CLASS: Urban persons in the ABC I class: **MEDIAN** (Age bracket): 25-55 years: **PROFESSION:** Mainly professionals especially in Marketing, Strategy, Administration, Public Relations, Accounting, Finance, Law, Engineering, Information Technology, Social Sciences and Human Resources among others. The readership bracket extends to leading business personalities, politicians, opinion leaders, religious leaders, students, scholars, teachers, lecturers, tourists etc.

SHELF LIFE & READERSHIP: As a bi-monthly magazine with a wide range of scholarly, current practice and general marketing related articles, MARKETING AFRICA magazine has a long shelf life. As most people get their copies in the offices, our estimate of 10 readers per copy is probably conservative.

DISTRIBUTION

- 1) Free copies to Advertisers, Ad. Agencies, Media Houses & major Libraries.
- 2) Free copies to senior Marketing & Management staff in major companies.
- 3) Free copies to opinion leaders, senior public officials, and parliamentarians.
- 4) Hard copies available for subscription on annual basis at a set fee.
- 5) E-Magazine available on free subscription with a 130,000 professional base

VALUE FOR ADVERTISERS

Advertisers in MARKETING AFRICA magazine reach out directly to a large number of decision makers: current estimates of over 130,000. Because of the frequency of meetings, social gatherings, public lectures, in house presentations, seminars etc among most of the target group, the actual reach of MARKETING AFRICA magazine could be several times more than the above projection.

Feed-back of advertising impact is also easy to track, since a large number of the magazine readers are on subscription and frequently interact with us in various forums. We have over **130,000** business executives in our e-mail data bank who are directly involved with the magazine and related activities, giving your brands opportunity for favorable association.

CONTACT

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