

STRATEGIC MARKETING *for* AFRICA

COHERENT. CREDIBLE. COURAGEOUS.

Journal of the African Marketing Confederation



ABOUT US

Strategic Marketing for Africa is the premier magazine dedicated to covering the business of marketing across the African continent. The official publication of the African Marketing Confederation, the pan-African body of marketing professionals committed to the ongoing development of the marketing profession on the continent, *Strategic Marketing for Africa* has been published in various formats since 2008 and provides credible, coherent and courageous editorial coverage on all matters related to marketing.

Our writers and contributors are among the best in the business. They range from professional journalists with experience of writing for top local and international business publications, through to industry experts who are CEOs, managing directors, chief marketing officers, marketing directors, account directors, strategy directors, business school deans, professors and marketing lecturers.

The only pan-African marketing magazine

Strategic Marketing for Africa's content aims to inspire and encourage greatness. Readers are hungry for case studies, opinions, success stories, global and local trends, and profiles of up-and-coming and established entrepreneurs. We cover all this and more in each issue.

Through our ties to the member bodies of the African Marketing Confederation, currently comprising key marketing institutions in South Africa, Zimbabwe, Zambia, Kenya, Ghana, Nigeria, Indian Ocean Islands, Malawi (with more countries to follow) – our editorial mix reflects a South African, pan-African and global focus.

Strategic Marketing for Africa is published four times a year and is distributed digitally and in print.

WHO WE REACH

The magazine is read by marketing professionals, professionals working in related fields such as advertising and market research, professionals who are members of the bodies forming the African Marketing Confederation as well as their corporate and professional members, students and alumni.

Here's more detail on who we reach:

MARKETING PROFESSIONALS – WHO ARE THEY

Professional marketers are well-educated, high-earning individuals working in a dynamic industry. They are influencers, educated, experienced and decisive. According to research by a leading employment specialist, there is strengthening demand for marketing professionals, making this a fast-growing industry.

MARKETING PROFESSIONALS IN AFRICA

Through the African Marketing Confederation (AMC), the magazine is distributed to the membership bodies and key influencers in South Africa, Zimbabwe, Zambia, Kenya, Ghana, Nigeria, Indian Ocean Islands, Malawi. More countries are being added to this list.

In some instances, membership of these bodies is a legal requirement for practicing marketers. Total membership and audience reach with the AMC countries is around 32 000.

The AMC members number in the tens of thousands and many are working professionals who are upskilling themselves in order to take up more senior positions within their organisations.



A platform for your brand

Strategic Marketing for Africa is a perfect platform for your marketing message because:

- You reach a key and valuable audience of professional marketers and those working in allied professions; an audience that is difficult to reach via other avenues.
- You associate your products and solutions with the well-established and respected marketing institutions, and with a publication with the highest editorial and quality standards.
- You get your message into many parts of Africa and tap into marketers based around the continent.

AD SPECIFICATIONS

The publication is produced to high print quality specifications, and is distributed in print and digitally. Should the ad be intended to go to the edge of the page, text and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an extra 5mm (bleed) beyond the trim size to assure that when the page is trimmed, text is not cut off and the artwork indeed goes to the edge of the page. If the advertiser does not want the ad to run up to the edge of the page, the entire ad must fit into the type area.

Material should be supplied in a press-optimised pdf format – colours converted to CMYK. Material should be made up in bureau software (e.g. Indesign or Illustrator) before converting to pdf. Note that material made up in MS Word and PowerPoint before converting to pdf will result in poor printing and/or extra costs for the advertiser's account, and is therefore not acceptable. Material should be emailed to Barbara Spence on barbara@avenue.co.za.

Any typesetting or layout required will be for the advertiser's account.

AD SIZE	POSITION	WIDTH X HEIGHT (MM)	AD SIZE	AD SIZE	WIDTH X HEIGHT (MM)
Full Page		Trim 210 x 297	Quarter Page Vertical		Trim 105 x 148,5
		Type 190 x 277			Type 85 x 128,5
		Bleed 5 all around			Bleed 5 all around
Half Page Vertical		Trim 105 x 297	Quarter Page Horizontal		Trim 210 x 74,25
		Type 85 x 277			Type 190 x 64,25
		Bleed 5 all around			Bleed 5 all around
Half Page Horizontal		Trim 210 x 148,5	Eighth Page Horizontal (strip ad)		Trim 210 x 37,125
		Type 190 x 138,5			Type 190 x 27,125
		Bleed 5 all around			Bleed 5 all around
Third Page Vertical		Trim 70 x 297	Double Page Spread		Trim 420 x 297
		Type 50 x 277			Type 400 x 277
		Bleed 5 all around			Bleed 5 all around
Third Page Horizontal		Trim 210 x 99			
		Type 190 x 89			
		Bleed 5 all around			

Digital requirements

1. Please provide interactive pdfs in order for links to be active.
2. The publication can accommodate links to corporate videos and YouTube, podcasts, QR codes and other interactive channels that drive engagement effectively.

DEADLINES

EDITION	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Issue 1 2022 March	28 February 2022	16 March 2022
Issue 2 2022 June	20 May 2022	8 June 2022
Issue 3 2022 September	11 August 2022	31 August 2022
Issue 4 2022 November	26 October 2022	16 November 2022

2022 RATES (EXCL. VAT, PER PLACEMENT)

Excluding ad agency commission (charged in USD at prevailing rates in ZAR)

AD	CASUAL RATE	2-4 PLACEMENTS
Full Page	\$1 000	\$900
Double Page Spread	\$1 900	\$1 800
Half Page	\$600	\$500
Third Page	\$500	\$400
Quarter Page	\$400	\$300
Strip advert	\$200	\$100
OBC	\$1 250	\$1 150
IFC	\$1 150	\$1 050
IBC	\$1 100	\$1 000

Advertising Sales:

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