

African Leadership

...Innovation, Entrepreneurship, & Development

Media kit 2013





Dear distinguished clients and prospecting customers, welcome to the world of African Leadership Magazine .

At African Leadership Magazine, we understand your dilemma as a steward of your company's brand. We know that you are faced with the daunting challenge of maximizing every medium and investor relations dollar you spend. The communication channels are numerous and your options may appear exponential some time. We are very well aware of your need for customized attention to help guide you through the matrix of print, conferences and exhibition marketing. Due to this understanding, African Leadership Magazine has developed packages that will address your specific need, from single channel programs to fully integrated packages. We provide a unique platform for penetrating the African market-reaching top decision makers and policy formulators on the continent; through a specialized distribution system that places your brand, products and services in the hands of those who matter.

Our conferences, workshops, investment summits and award ceremonies, have become an undisputed assemblage of Africa's leading businesses and corporate leaders, political leaders, diplomats and other stakeholders. We guarantee you real value for every dollar spent by going the extra mile in keeping you satisfied.

So, as you consider all your options in this guide, remember that our team is trained to assist you in finding the right mix of communication vehicles to best achieve your company's marketing objectives and brand awareness within your budget.

Dr. Ken Giami
CEO, African Leadership Magazine
ceo@africanleadershipmagazine.com

About the Magazine

African Leadership Magazine is a pan-African flagship publication read by over **180, 000** targeted international investors, business executives, government policy makers and multilateral agencies across Africa, the Middle East and Asia, Europe and the US. It is distributed at major international and African Leadership events around the world. It is a niche and unbiased African voice born out of a burden and desire to ameliorate the lot of Africans by focusing on individuals and corporate bodies that are known for their legacy-based approach to leadership. We promote Innovation, Entrepreneurship and Development in Africa, as well as FDI's and Intra-african trade as key to Africa's future.

The Magazine is born out of the need to tell the African Story from the eyes of Africans.

In the words of Dr. Mo Ibrahim, "no one can tell the story of Africa better than Africans."



Vision

To promote innovation, entrepreneurship and development in Africa, thereby heralding the emergence of a new Africa, growing beyond potential into true greatness.

Mission

To become the undisputed vehicle of choice in the vanguard of showcasing the continent's continual growth in the political, economic and socio-cultural indices used as benchmarks of international development.

Values

Our Core Values are:

- Passion
- Integrity
- Professionalism
- Candour
- Tact

Sections

INTERVIEWS

Each edition of the magazine provides exclusive interviews with business, political and Diplomatic leaders, shaping the future of Africa.

SPECIAL FOCUS

The special focus pages provide in-depth analysis of issues affecting development on the continent, with focus on individuals, organizations or countries.

AFRICA RISING

There are countless young Africans making their mark on the world map. This page brings you up to speed with some of these trailblazers.

BUSINESS AFRICA

Africa has become a centre of attraction in the global market place. This section brings you up to date report on happenings in the African business community, with interviews from some top African Business Leaders and decision makers, and incisive reviews.

DIPLOMATIC PAGE

This page critically examines the diplomatic relation between African countries and other economies around the world.

CEO's CORNER

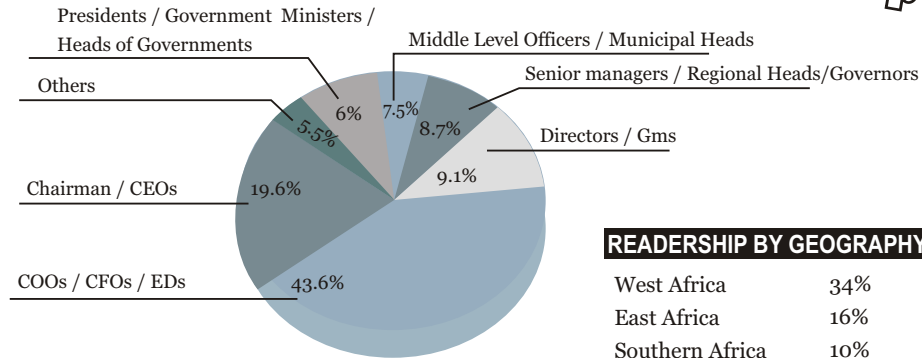
This page is dedicated to interviews and profiles of leading African CEO's and top executives.

TRADE & INVESTMENT

This section looks at the numbers as it relates to economic growth via trade and investment promotion. It provides you with an up-to-date information on penetrating the African market.



Readership By Job Title



READERSHIP BY GEOGRAPHY

West Africa	34%
East Africa	16%
Southern Africa	10%
North Africa	9%
Central Africa	5%
Europe	10%
Americas	12%
Asia	4%
Total	100.0%

96%

Of ALM Board members have occupied top most Leadership positions in government, government ministries and corporate organizations.

65%

Of advertisers come for repeat business.

57%

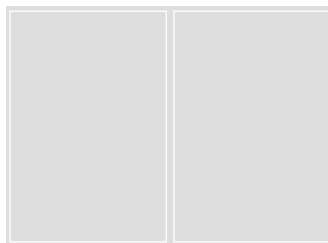
Of African Leadership Magazine readers have at one point or another made their buying decisions through adverts in the magazine.

Advertising Rates

(USD)

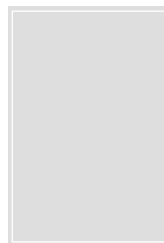
POSITION PER INSERTIONS	USD (\$)	GBP (£)	NGN (₦)
Front Cover	16,891	11,363	2,500,000
Outside Back Cover (OBC)	5,405	3,636	800,000
Inside front cover (IFC)	5,000	3,363	740,000
Inside back cover (IBC)	4,391	2,954	650,000
1 page (ROP)	4,054	2,727	600,000
1.2 page	2,702	1,818	400,000
1/4 page stip	1,689	1,136	250,000
Bottom page strip	1,216	818	180,000
Photo display of projects or events	3,378	2,272	500,000

* Distributed free at niche international Events around the world & to the top 5% of African Leaders



Double Spread

Trim W400mm x D265mm
Bleed W410mm x D275mm



Full Page

Trim W200mm x D265mm
Bleed W210mm x D275mm



Half Page Horizontal

Trim W55mm x D245mm
Bleed W65mm x D275mm



Third Page Vertical

Trim W55mm x D245mm
Bleed W65mm x D275mm

For advert placement, please call: +234 803 813 7813 or
email: sales@africanleadershipmagazine.com

- Exclusive interviews with business, political and diplomatic leaders in Africa and beyond.
- Circulated free to top 5% of leaders and key decision makers in Africa.
- The first Pan-African Magazine, wholly owned and managed by Africans; and headquartered in Africa, reporting Africa from an African's stand point.





President Ellen Johnson – Sirleaf
Nobel peace price Winner and president,
Republic of Liberia

I feel deeply honored to be associated with the African Leadership Magazine Awards as it is a veritable platform to honor true service in Africa. I commend your efforts and assure you of my continued support and the support of the good people of Liberia.



H.E. President Goodluck Jonathan
President, Federal Republic of Nigeria

African Leadership Magazine has become a Brand for Africa and I am pleased to be associated with it, especially because of the caliber of African Leaders on its board.



H.E. President George Maxwell
President, Trinidad and Tobago

I must thank African Leadership Magazine for being part of this gathering. The warm reception is quite amazing and I look forward to working with you in propagating the ideals of your continent and my country to the rest of the world.



H.E. John Kufour
Former President of Ghana

I believe people are more important than power and anything that promotes good people and leadership is what we need here in Africa, and that is what African Leadership Magazine is doing.



Mr. Richard Barnes
Deputy Mayor of London

All of us here in the Mayor of London's office, believe that Africans in the Diaspora are a key part of our National life and hence are happy to be associated with the African Leadership Magazine. You can count on our continued support.



Rt. Hon. Kenneth Merende
Speaker, national Assembly

The African Leadership Magazine has become the threshold of recognition for service to humanity in Africa and I feel very touched that my humble contribution has been recognised by a truly international African brand, the African Leadership Magazine. I can assure the board of the magazine, that this is a call for greater service and I accept it.



Hon. Musalia Mudauadi Mp
Deputy Prime Minister, Republic of Kenya

I am happy with what is happening here in Nairobi today and I must commend the African Leadership Magazine for putting together an international awards ceremony by all standards to honor and celebrate Africa's finest leaders. It is indeed an encouragement for service and



Dr. Mo Ibrahim
Chairman, Mo Ibrahim Foundation

The future of African people and improving the quality of Leadership on the African continent is my vision and I find in African Leadership Magazine - a true partner. I am also happy that the African Leadership Awards is doing at a lower level, what I intend to achieve at the Head of state level. That is why I flew into Paris just to be part of what you are doing here in African Leadership Magazine.

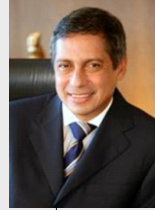


H.E John Attah Mills
President, Republic of Ghana

I sincerely appreciate the Board and Management of African Leadership for honoring me with the African Leadership Awards .

The successes we see today in Ghana, are shared successes which came to the fore through the concerted efforts of both the past and present administration.

It is rare for you to find young Africans who are selflessly committed to rewarding excellence in leadership and that is what the group stands for.



Hon. Xavier Luc-Duval
Vice Prime Minister and Minister of Finance, Republic of Mauritius

I thank African Leadership Group for providing the platform through which we are able to showcase Mauritius' unique investment opportunity to the rest of the world. We assure you of our continued support and encouragement towards meeting the objective of the pan-African group.



Alh. Atiku Abubakara
Former Vice President of Nigeria

I am indeed honoured to be recognized by a brand such as yours. I am humbled to say the least. Please be assured of my continued commitment to hard work, dedication and job creation, especially looking at the caliber of past recipients of the prestigious African Leadership Awards. Once again, I thank you for the honour.



Mr. Ashish Thakkar
Founder, Mara Group

African Leadership Group and Mara Group, no doubt has so much in common. Both organizations are built to propagate the true message from Africa to the rest of the world. We are committed to seeing Africa, rise from a continent of promise and attain its full potentials in the nearest future. We have identified a common front upon which we shall continue to work together towards a better Africa.

Our Advertisers...



Laico Regency Hotel



...And many more...join the big brands, advertise in the Pan-Africa publication.

For further enquiries please call: 07036827724, 08038137813 or visit www.africanleadershipmagazine.com

Our Advertisers...



...And many more...join the big brands, advertise in the Pan-Africa publication.

For further enquiries please call: 07036827724, 08038137813 or visit www.africanleadershipmagazine.com

Contacts

Abuja Head Office

13b Mambilla Street,
Off Aso Drive, Asokoro,
Abuja Nigeria

Contact:

Kingsley Okeke

Tel: +234 9 876 5687

Email:

info@africanleadershipmagazine.com

Atlanta

82, Wellsley Court,
Dallas,
GA, 30132, USA

Contact:

Tittus Olowokere

Tel: +1 404 939 4030

Email:

info@crystalorbit.com

London

16, Blackboy Lane
London N15 3AR
United Kingdom

Contact:

Amina Abdulrahman

Tel: +44 790 403 7480

Email:

uk@africanleadershipmagazine.com

Washington

6008 Old Rolling Road
Alexandria, VA 22310
USA

Contact:

Happy Benson

Tel: +1 202 6644008

Email:

hbenson@africanleadershipmagazine.com