



# The magazine on banking and finance in Africa

## The magazine

*African Banker*, launched in May 2007, is a quarterly magazine dedicated to banking and finance in Africa. It covers news from the banking, finance, insurance, currency, direct and indirect financial investment sectors, as well as the stock markets and capital markets. It taps into the growing demand for information about Africa's banking and financial world, a sector which is consolidating rapidly and reshaping the future of the economy of the continent. *African Banker* is published four times a year in English and in French.

## The content

*African Banker* includes exclusive interviews; in-depth analysis of the major financial news; a round-up of financial news from Southern, Central, Western, Eastern and Northern Africa. It highlights emerging technologies in the sector, upcoming deals, existing opportunities and presents all the most important economic indicators.

- Focus on Banking, Finance, Insurance...
- Exclusive Interview: Leading African Bankers, in their own words
- Cover Story: investigative reports on major events, important trends and news stories
- Executive Profile Watch: today's and tomorrow's industry leaders
- A round-up of the news from Africa: what is happening across the Continent
- Personnel changes: who's moving where
- Currencies, Stocks and Bonds: Indices and market analyses
- Risk Management; Retail, Investment and Corporate Banking, Equity Markets; Government Bonds; Small Banks; Islamic Banking

## The readers

*African Banker* is read by the most important players in the banking and finance sectors in Africa and all those who are interested in financial investments in Africa. The May issue coincides with the African Development Bank annual meeting. The October issue coincides with the World Bank/IMF annual meeting.

## The distribution

*African Banker* is distributed to all the major banks, insurance companies, brokers and investment houses in Africa. Furthermore it is sent to the African desks of international banks in London, New York, Singapore, Tokyo and Dubai. It is widely available at the meetings of the African Development Bank, the World Bank, the World Economic Forum and all the major financial conferences in Africa, London and Paris.

## The advertisers

Our advertisers include: Ecobank, Zain, Chevron, Renaissance Capital, Emirates, Stanbic, Lonrho, Zenith Bank, Afriqiyah Airways, Nissan, Bank of Industry, Safmarine, Global Fund, 3i Infotech, Oceanic Bank, Nokia Siemens, Kyocera, BMW, Sheraton, PetroSA, DSTV, Dangote, Intercontinental Bank, UBA Capital, HP, First Bank, Virgin Nigeria, Standard Chartered, DHL, Brussels Airlines, Hyatt, Ericsson, Bulgari, Fidelity Bank, Samsung, Medicapital, Bank of Africa, AfDB, CCA, DIC, Johnnie Walker (Blue), IFC, Axa Insurance, Laurent Perrier, Libya Oil, UNEP, UBS, Maersk, Pernod Ricard, Chivas, Exxon Mobil, Malaysian Tourism Board, Qatar Gas, Moneygram, Port of Djibouti, Castel Beer, WHO, Shelter Afrique, Kenol Kobil, AEGIS, ITU, Zamil Steel, Total, Viveo ...

## IC Events

The third *African Banker Awards 2010* will be held in Washington, D.C. at the same time as the World Bank/IMF annual meeting. The Awards ceremony has become one of the major events in the African banking world and is attended by finance ministers, Central Bank governors, senior bankers, diplomats, leading businesspeople and media representatives. Another major annual event, the *CBC-African Business Awards*, celebrates the success of African entrepreneurs, corporations and companies who are driving the economic and social development of the continent.

# African Banker

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## Circulation

Country breakdown	Distribution	% per region
Southern Africa	3,118	26%
West Africa	3,014	25%
East & Central Africa	2,416	20%
North Africa	301	3%
Total Africa	8,849	73%
Rest of the world	3,225	27%
Total circulation	12,074	100%

## Advertising deadlines 2010

Issues	Closing date
January - February	11 December
April - June	19 March
July - September	18 June
October - December	17 September
January - March 2011	10 December

Print run  
15,000

Circulation  
12,074

Readership  
110,000

## Advertising rates

	UK£	F CFA	EURO€	US\$
Inside cover double page	13,800	12,300,000	18,750	25,000
Double page spread	12,100	10,800,000	16,500	22,000
Outside back cover	8,300	7,400,000	11,250	15,000
Inside covers	7,400	6,600,000	10,050	13,400
Full page	6,400	5,700,000	8,700	11,600
Two-thirds page	4,750	4,200,000	6,450	8,600
Half page	3,800	3,350,000	5,100	6,800
Third page	2,800	2,450,000	3,750	5,000
Quarter page	2,250	1,950,000	3,000	4,000

## Editorial calendar 2010\*

### 1<sup>ST</sup> QUARTER

- African Capital Markets: past, present and future expected performances
- Money transfers

### 2<sup>ND</sup> QUARTER

- USA, China/Africa-financial flows. Who are the major players?
- Islamic Banking

### 3<sup>RD</sup> QUARTER

- Leading bankers in Africa from across the continent
- Banking
- Technology & suppliers

### 4<sup>TH</sup> QUARTER

- International investment banks in Africa
- African banks' expansion into OECD capitals: what future benefits hold for Africa and businesses

\*subject to change

## Visibility

Some events where *African Banker* will be distributed in 2010

### JANUARY

- World Economic Forum, Davos

### MAY

- Annual meeting of African Development Bank, Abidjan

### JUNE

- World Economic Forum, Cape Town

### OCTOBER

- Annual meeting of World Bank/IMF



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