

Business in Africa online

www.businessinafrica.net

BUSINESS IN AFRICA ONLINE

Business in Africa Online is the online presence of **Business in Africa Magazine**, Africa's leading business and finance magazine. **BIA Online** is the ultimate source of information for clients seeking to profit from doing business on the continent by providing editorial through our offices in London, Johannesburg, Lagos, Abuja, Accra and Nairobi. It is read by business decision-makers in most of the successful businesses throughout Africa and is essential reading for everybody with an interest in Africa. In 2005 **BIA Online** won the Diageo Africa Business Reporting Best Website Award.

AUDIENCE PROFILE

As is the case with **Business in Africa Magazine**, **BIA Online** gives advertisers access to the top decision makers in many industries across Africa.

Over 100 000 monthly page impressions

Almost 40 000 monthly unique browsers

- OPA Nielsen/Netratings May 2006

Our readership is highly educated:

93% have studied beyond secondary school

Our readership is affluent:

21% have household incomes of

R400000 or more

43% own the houses they live in (11% live in company housing)

Household income

R250,001 - R300,000	4%
R300,001 - R350,000	7%
R350,001 - R400,000	7%
R400,000 or more	21%

- OPA Nielsen/Netratings May 2006

Gender

Male	61%
Female	39%

- OPA Nielsen/Netratings May 2006

Age

Under 18	2
18-29	21
30-39	35
40-49	22
50-59	8

- OPA Nielsen/Netratings May 2006

Industry

Professional	32
Self-Employed	21
Executive/Managerial	14
Education	7
Clerical/Administrative	4
Student	4

- OPA Nielsen/Netratings May 2006

Results from **Business in Africa Magazine** readership survey completed in October 2001:

- A readership of 6 per copy minimum, giving an audience of 120 000
- 30% of readers are in Corporate or General Management
- 36% are managers and senior executives
- 26% are senior Government officials
- 50% of readers make purchasing decisions of over \$200 000 a year and 40% over \$1 000 000
- 80% of readers spend 15 or more nights a year in hotels and 30% over 60 night a year
- 50% fly Business or First Class

The screenshot shows the website interface with the following elements:

- Header:** "Business in Africa online" logo and navigation links for "Business in Africa", "Energy in Africa", "Business in Africa Conferences", and "Business in Africa Publishing".
- Content Area:**
 - Daily News:** Headline "Nile Basin resource for growth, not conflict" with a sub-headline "Ethiopia's minister of water resources has said that over \$140m has been obtained to utilise the Nile Basin as a common asset to drive economic growth in the region." Below this is a list of other news items such as "Nigeria's CPI rises slightly", "SA approves Gold Fields' mining licenses", etc.
 - Market Intelligence:** A section titled "All Share Graph" showing a line chart for "AllShare (DAILY)" from May to October 2006.
 - Features:**
 - TRADE:** "SA apparel brands invade Kenyan market" - "Business in Africa Magazine takes a look at how South African clothing brands have taken the Kenyan market by storm."
 - ECONOMY:** "The state of SMEs in East Africa" - "While the World Bank classifies Small and Micro Enterprises (SMEs) as the 'missing' or 'forgotten' middle in the search for economic growth..."
 - ECONOMY:** "Does economic freedom equal growth?" - "For the first time the average economic freedom score in the world has improved from 'mostly unfree' to 'mostly free', according to the Heritage Foundation-Wall Street Journal 2006 Economic Freedom Index. While Africa remains mostly unfree, GDP per capita growth suggests the findings should be treated with caution."
 - ECONOMY:** "Capitalist revolution"
- Sidebars:**
 - Left sidebar: "Content" menu with links to Home, Daily News, Agriculture, Banking, Business Intelligence, Economy, Education, Energy in Africa, Health, Leadership, Market Intelligence, Media, Mining, Politics, Property, Technology and Telecom, Tourism, Trade, Transport, Opinion, Leisure, Services, Subscriptions, Advertising, Marketing, Publishing, and Online Services.
 - Right sidebar: "Your advert could appear here" banners.
- Footer:** "Internet" logo.

RATE CARD 2006/7

2006/7 ADVERTISING RATES



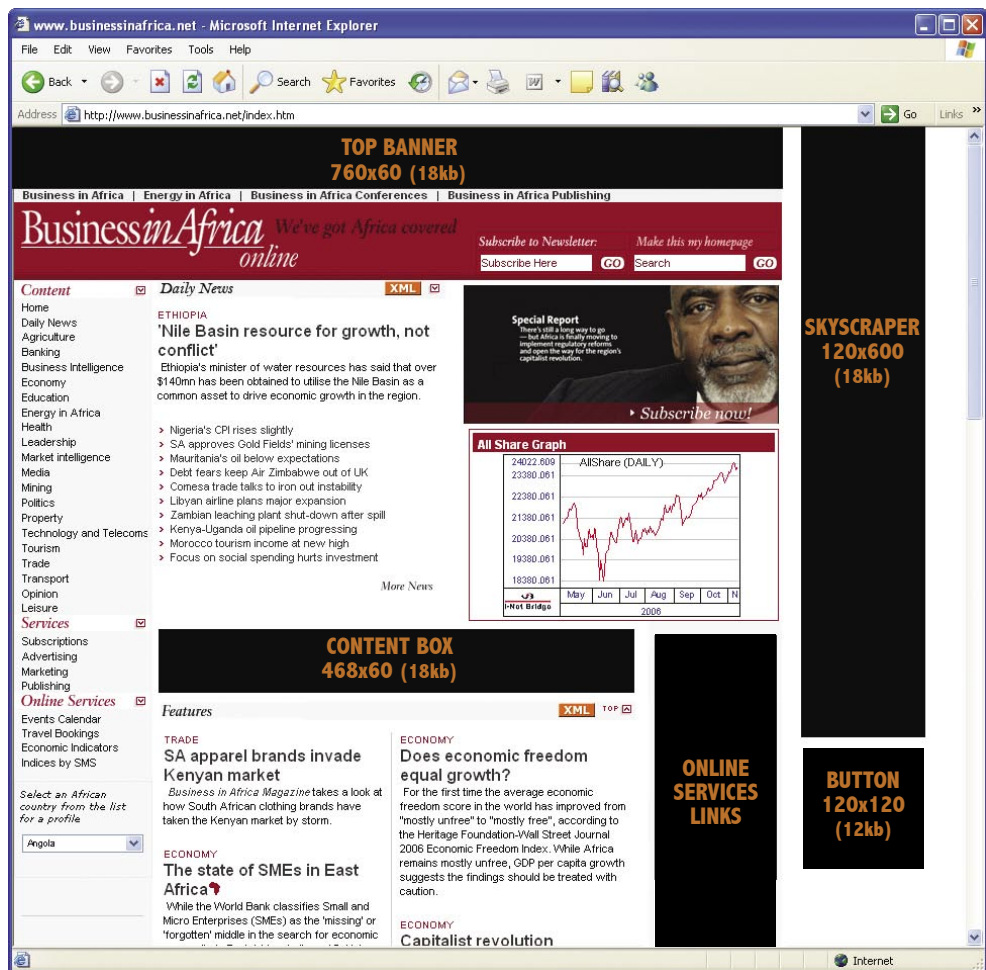
RATES 2006/7			
Banner Type	Maximum File Size	File Dimensions	Cost per impression
Top banner	18kb	760x60	R0.18
Skyscraper	18kb	120x600	R0.20
Content Box	18kb	468x60	R0.20
Button	12kb	120x120	R0.08
Double Button	17kb	120x240	R0.15
Article Ad	16kb	250x250	R0.16
Events Calendar	18kb	468x60	R0.10
Online Services Link	N/A	N/A	R2 000/month
Sponsored Link	N/A	N/A	R1 500/month

EXAMPLES ONLINE ADVERTISING PLACEMENT



The screenshot shows a Microsoft Internet Explorer browser window displaying the website [www.businessinafrica.net](http://www.businessinafrica.net/events_calendar/). The page layout includes:

- TOP BANNER:** A large banner at the top with dimensions 760x60 (18kb).
- Navigation and Search:** A search bar and navigation links.
- Content Menu:** A sidebar menu with categories like Home, Daily News, Agriculture, Banking, Business Intelligence, Economy, Education, Energy in Africa, Health, Leadership, Market intelligence, Media, Mining, Politics, Property, Technology and Telecoms, Tourism, Trade, Transport, Opinion, Leisure, Services, and Online Services.
- Main Article:** An article titled "Does economic freedom equal growth?" under the "ECONOMY" category. It includes a sub-header "Our correspondent Published: 08-NOV-06" and a "RELATED ARTICLES" section with links to "Capitalist revolution", "How 'free money' is oiling Ghana's economy by 2030", "Kenya plans middle-income economy by 2030", "One Zambia, One Nation", and "Is there an African development model?".
- Ad Units:** Several smaller ad units are placed around the article:
 - ARTICAL AD:** A square ad unit with dimensions 250x250 (16kb).
 - BUTTON:** Multiple rectangular button ads with dimensions 120x120 (12kb).
 - DOUBLE BUTTON:** Larger rectangular button ads with dimensions 120x240 (17kb).
 - SKYSCRAPER:** A tall, narrow ad unit with dimensions 120x600 (18kb).
 - SPONSORED LINKS:** A section at the bottom of the article area.



ADVERTISING ONLINE

B I A O N L I N E



AWARENESS

- The Internet is an ideal medium for measuring a promotional branding campaign
- The interactive nature of the Internet allows advertisers to measure the effect of their campaigns in ways that traditional branding media alone - television, radio and print - cannot offer. In addition, the Internet allows for integrated online and offline promotions to reach your target market.
- Promotions are an age-old marketing strategy. While traditional methods continue to produce solid results, new methods are constantly being deployed. The Internet has emerged as a focal point for promotions and offers speed, economy, target ability and track ability unmatched by other media.

ACTION

- Internet advertising is uniquely suited to drive consumer action. Combining traditional direct marketing strategies with the timeliness, precise targeting, and measurement abilities of the Internet gives advertisers a unique opportunity to drive consumer response.

TRAFFIC

- If the advertising objective is driving traffic to a website, online technology achieves superior results. It consistently tracks each campaign so that it reaches people more likely to click or respond to a banner ad served over our network of websites. We provide multiple platforms across which we can drive traffic to a site.

CONVERSIONS

- Advertisers are continually searching for a way to provide a measurable return on their investment.

Business in Africa online

CONTACT INFORMATION

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www.businessin africa.net

ADVERTISING BOOKING FORM

Please complete and fax back to: Business in Africa Magazine, +27 (0) 11 807 0919

Note: All material to be delivered to: Business in Africa Publishing, 372 Rivonia Blvd, Rivonia

BOOKING FORM																
NAME																
DESIGNATION																
DATE																
ADVERT FOR (company)																
POSTAL ADDRESS																
TELEPHONE																
FAX NUMBER																
ADVERT REF. NUMBER (title)																
START DATE																
END DATE																
TYPE OF AD	Please note we accept jpeg, animated gif and swf file formats.															
Please indicate which TYPE OF AD you would like to book with an [X]																
<table border="1"> <tbody> <tr> <td>Top Banner 760x60</td> <td>Article Ad 250x250</td> <td></td> </tr> <tr> <td>Skyscraper 120x600</td> <td>Events Calendar 468x60</td> <td></td> </tr> <tr> <td>Content Box 468x60</td> <td>Online Services Link</td> <td></td> </tr> <tr> <td>Button 120x120</td> <td>Sponsored Link</td> <td></td> </tr> <tr> <td>Double Button 120x240</td> <td></td> <td></td> </tr> </tbody> </table>		Top Banner 760x60	Article Ad 250x250		Skyscraper 120x600	Events Calendar 468x60		Content Box 468x60	Online Services Link		Button 120x120	Sponsored Link		Double Button 120x240		
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MATERIAL SUPPLIED	CD (dropped off) EMAIL															
SIGNATURE																
BILLING ADDRESS																
NOTE, we cannot guarantee availability until we receive a signed copy of this form.																

ADMIN USE ONLY	
ADVERTISING COST	R
EXTRA CHARGES	R
AGENCY COMMISSION	R
DUE TO BUSINESS IN AFRICA	R
INVOICE CLIENT/AGNECY	R
TOTAL	R
DATE	
ADMINISTRATOR SIGNATURE	