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OVERVIEW

ICT is arguably the fastest growing sector in Africa today. With an estimated 1/6 of Africans owning a mobile phone number, the continent is estimated to be the fastest growing mobile phone market in the world. With recent trends in broadband and internet provision and developments in the provision of subsea cables around the continent, ICT has become by far the most vibrant sector in Africa.

Keeping abreast with the developments of such an important sector in the emerging economies of Africa, is a task that can only be accomplished by expert reporting on the trends that evolve from such developments.

VISION

Our vision is to be and remain Africa's Leading ICT business magazine for all the industry's stake holders.

MISSION

Our mission is to raise and maintain awareness of the importance of ICT to all for the development of the African continent.

PROFILE

Published in the UK and Nigeria and launched in October 2009, Africa Telecoms & IT magazine (AT&IT) is Africa's leading monthly Telecom and ICT publication. It provides cutting edge coverage and analysis on developments in the Telecoms and ICT sector in Africa. It provides features on the latest industry trends and prospects on leading manufacturers, network operators, business, markets, new products and services, the regulatory environment and investment opportunities in the fastest growing sector in Africa.

Africa Telecoms and IT is well respected for its excellent editorial and its resourcefulness as a source of reliable reference material for all ICT stakeholders in Africa.

OUR READERSHIP

Africa Telecom and IT is read by the most important ICT decision makers who influence and determine the impact of ICT on the development of the African continent. Our readers appreciate the publication as a source of reliable information for industry consultants, academics and researchers, operators, consumers, manufacturers; regulatory organisations and service providers who wish to explore and evaluate opportunities with a view to better manage their operating environment in Africa.

DISTRIBUTION

Africa Telecoms and IT magazine is produced in the UK and distributed worldwide through our reliable distribution network. With a print run of 15, 000 copies per issue, we presently have a *controlled* distribution figure of 10,000 copies to all major ICT players such as operators, manufacturers, industry consultants, conference and event organizers, PR companies and regulatory organisations, across Africa, Asia, Europe and America, with Nigeria being our largest market. 5,000 copies are used monthly for marketing and promotional purposes.

ADVERTISING RATES — PRINT EDITION

PAGE	GB POUNDS (£)	US DOLLARS (\$)
Inside covers (double page)	9,000	14,950
Double Page spread	7,000	11,650
Inside back cover (IBC)	5,500	9,130
Inside Front Cover (IFC)	5,500	9,130
Outside Back Cover (OBC)	5,500	9,130
Full Page (ROP)	5,000	8,300
Two thirds page	3,350	5,600
Half page	2,500	4,600
One third Page	1,666	2,700
Quarter page	1,250	2,100

Publication is on A4 size, (270 x 210mm) full colour process. All completed artworks to be stored on CD or Flash Disk on PDF or JPEG formats of 300 dpi resolution.

NB: All payments (Cheques/ Cash/Bank Drafts, are payable to: **Telecom & IT Business Ltd.**

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WEBSITE ADVERTISING RATES

BANNER NAME	SIZE IN PIXELS	1 MONTH	3MONTHS	6 MONTHS	12 MONTHS
Leaderboard	728 x 90	£750 / \$1240	£1350 / \$2230	£2500 / \$4085	£4500 / \$7425
Prime MPU	300 x 225	£750 / \$1240	£1350 / \$2230	£2500 / \$4085	£4500 / \$7425
Skyscraper	145 x 600	£800 / \$1320	£1450 / \$2380	£2650 / \$4360	£4800 / \$7920
Top Banner	468 x 60	£500 / \$825	£900 / \$1500	£1650 / \$2725	£3000 / \$4950
Full Panel	600 x 200	£750 / \$1240	£1350 / \$2230	£2475 / \$4085	£4500 / \$7425
Half Skyscraper	145 x 300	£375 / \$620	£675 / \$1115	£1250 / \$4085	£2250 / \$3715
Side Column	145 x 300	£200 / \$320	£315 / \$520	£630 / \$1050	£1050 / \$1735
Company Ident	145 x 75	£200 / \$320	£315 / \$415	£460 / \$755	£840 / \$1385
Baseboard	728 x 90	£350 / \$580	£630 / \$1040	£1260 / \$2080	£2100 / \$3465
Bottom Banner	468 x 60	£250 / \$415	£450 / \$745	£825 / \$1365	£1500 / \$2475

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