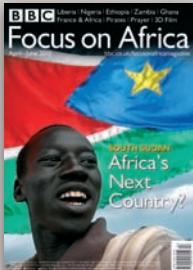




# Focus on Africa MAGAZINE

## MEDIA INFORMATION 2010



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BBC Focus on Africa magazine  
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### ADVERTISING ENQUIRIES

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**BBC  
WORLD  
SERVICE**

Now in its twenty-first successful year, BBC Focus on Africa Magazine is published quarterly by the BBC World Service, and distributed in virtually every English-speaking country in Africa.

The magazine enjoys an excellent reputation as it is seen to represent the high quality associated with the BBC name. Using a network of correspondents over the continent, it reflects the unbiased, informative and invaluable reporting of the BBC.

Each edition is full of feature articles, news reports and photographs covering the continent's latest political, economic, social, cultural and sporting developments and providing a unique picture of Africa today.

With a current print order of 65,000 copies, and a pass-on rate averaging six per copy, BBC Focus on Africa has one of the largest pan-African circulation of any magazine in English. There is a potential readership of up to 390,000.

Readers include a significant number of African opinion-formers such as government officials, businessmen, politicians and teachers – i.e. those with decision-making and purchasing power and the means to travel.

BBC Focus on Africa Magazine is advertised regularly on air to 19 million listeners in English.

There is no better way to reach the African market than with BBC Focus on Africa Magazine.

### BBC IN AFRICA

BBC World Service is the world's leading international radio broadcaster and the most trusted, with a reputation for impartial news. It has been broadcasting programmes in English to Africa since 1940, and in Hausa, Swahili and Somali since 1957, bringing news from across Africa and around the world to its listeners in sub-Saharan Africa.

Although it continues to broadcast on short-wave the BBC is becoming increasingly available on FM, making it easier for people across Africa to tune in to its programmes.

African Heads of State, Ministers and Opposition Leaders are frequently interviewed in BBC programmes for Africa in seven different languages.

### THE AUDIENCE

In a typical week, 60 million adults listen to the BBC in Africa in any language. 19 million of these listen in English.

The top five audiences across Africa are as follows:

**Nigeria** 5.6 million adults in English and 20.4 million in Hausa

**Ghana** 3.7 million adults in English

**Kenya** 2.1 million adults in English and 4.1 million in Swahili

**Uganda** 1.9 million adults in English

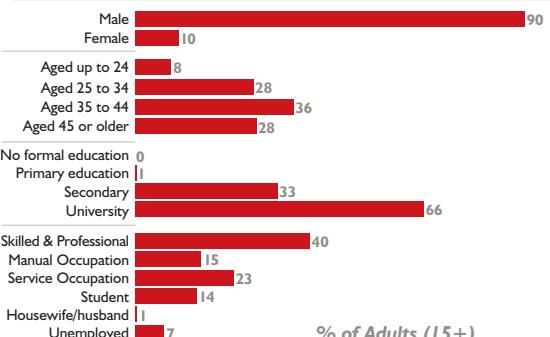
**Malawi** 1.7 million adults in English

BBC World Service audiences tend to be better educated, more affluent and are more likely to be male than the Sub-Saharan African population as a whole. Audience research across Africa suggests that the main reason for listening to the BBC World Service continues to be its objective and unbiased reputation for news, both international and local.

### MAGAZINE USE

- On average, the pass on rate is six people per issue.
- With a current print order of 65,000 copies, this reflects potential readership of 390,000.

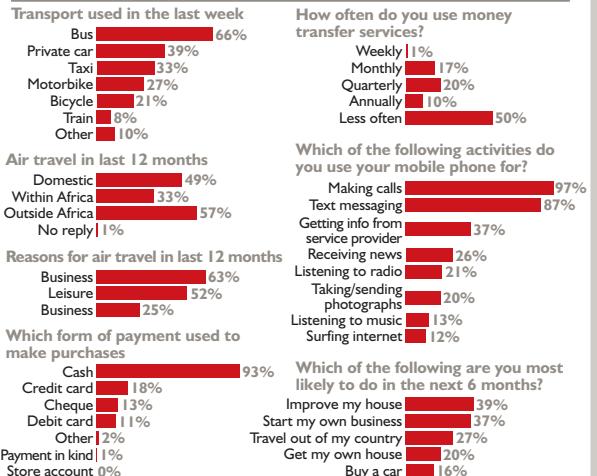
### READERSHIP PROFILE



### READERS' VIEWS

- Seen as providing accurate and unbiased information.
- Design and layout rated highly.
- Current affairs and update sections most popular.
- Close ties perceived between the magazine and BBC.
- Sixty per cent of respondents listened regularly to Network Africa and Focus on Africa.

### READERS' LIFESTYLE



**BBC**

# Focus on Africa MAGAZINE

## DISTRIBUTION & RATES 2010



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 focusonafricamagazine

### GEOGRAPHICAL DISTRIBUTION

(print run: 65,000)

#### WEST AFRICA

Nigeria	9,100
Ghana	7,100
The Gambia	850
Liberia	2,400
Cameroon	1,000
Sierra Leone	5,150
<b>TOTAL</b>	<b>25,600</b>

#### EAST AFRICA

Kenya	6,150
Uganda	2,600
Tanzania	1,000
Ethiopia	550
<b>TOTAL</b>	<b>10,300</b>

#### CENTRAL & SOUTHERN AFRICA

Malawi	1,000
S Africa/Namibia/Botswana	6,600
Zambia	3,050
<b>TOTAL</b>	<b>10,650</b>

#### OUTSIDE AFRICA

USA/Canada	8,050
UK/Europe	4,020
Subscriptions/other	6,380
<b>TOTAL</b>	<b>18,450</b>

#### GRAND TOTAL

**65,000**

### PASS ON READERSHIP

75% up to six people – 25% to over ten people

### SPECIAL AFRICAN ADVERTISING RATES 2010

(up to 30% off UK/Europe standard rates)

<b>Full page colour</b>	£2730.00
<b>Half page colour</b>	£1960.00
<b>Quarter page colour</b>	£1100.00

<b>Series discount</b>	10% for four issues
<b>DPS discount</b>	10%
<b>Agency commission (included in rates)</b>	15%

#### SPECIAL POSITIONS:

**Outside back cover** £4680.00    **Inside front cover** £3460.00    **Inside back cover** £3110.00

**REGIONAL INSERTS:** **CPT** from £40 plus postage   **CANCELLATION:** In writing, at least six weeks prior to publication, or no later than the advertising booking deadline.

### WEBSITE ADVERTISING

Banner advert at top and bottom of home page and forum page. **Size:** 728 x 90 pixels **Cost:** £400 for 3 weeks

Contact Alison Kingsley-Hall on [alison.kingsley-hall@bbc.co.uk](mailto:alison.kingsley-hall@bbc.co.uk) for further information regarding rates, specifications and page impressions.

### PUBLICATION DATES

July 2010, October 2010, January 2011, April 2011

### ADVERTISING BOOKING DEADLINES

3rd May 2010, 13th August 2010, 12th November 2010, 11th February 2011

### ADVERTISING COPY DEADLINES

10th May 2010, 20th August 2010, 19th November 2010, 18th February 2011

### ADVERTISEMENT DIMENSIONS

<b>Trim size</b>	297 x 210 mm	(Magazine is A4 format)	<b>Half page</b>	185 x 135 mm	(Horizontal)
<b>Type area</b>	270 x 185 mm	(Full page)	<b>Half Page</b>	270 x 90 mm	(Vertical)
<b>Bleed</b>	3 mm	(All round)	<b>Quarter Page</b>	130 x 90 mm	(Vertical)

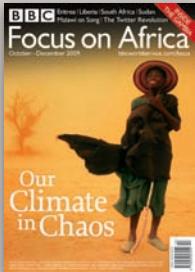
For advertising enquiries for Southern Africa, please call Gisela Albrecht (IMR) on +27 (0)11 234 9875.

For Nigeria, please call Adesola T. Adebisi (b3 Communications Ltd) on +234 8024131871/ 8058447303.

Alternatively you can call Alison Kingsley-Hall on +44 (0)20 7557 2906

### SUPPLY OF ADVERTISING MATERIAL

Please note: BBC Focus on Africa magazine is produced using high-resolution pdf files. Please supply adverts in this form and to the PPA 'pass4press' specification – we can send you a full details of this specification on request or see [www.pass4press.com](http://www.pass4press.com). Please contact us if you require further information or are unable to supply artwork in this format.



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Over the coming year, BBC Focus on Africa magazine will be running the following reports:

## World Cup special issue

To celebrate the first World Cup to be held in Africa, the July-September edition will carry a series of reports on what the tournament means for the continent. The *business* – who is making the money, and how much of that money will stay in Africa? The *politics* – can the feel-good factor generated by the tournament be translated into a force for greater unity?

The *people* – how much do fans around the continent, even in those countries not sending teams, feel it is their World Cup?

And there will also be a great souvenir wallchart, where readers can track the connections between Africa and the rest of the world, and follow the progress of the tournament itself.

The magazine will be on sale across Africa in the first week of June

## Minority Religions

There is a lot of media focus on the main religions of the world but what about minority religions across Africa?

## Plugging the Brain Drain

The exodus of highly trained manpower from developing countries to industrialised nations is not a new phenomenon; however, the magnitude of the problem in Africa threatens to stunt the overall development of the continent. African countries are funding the education of their nationals only to see them end up contributing to the growth of developed countries with little or no return on their investment.

## Cameroon

An analysis of the political situation, including a look at the extent of corruption; why the government is tolerated internationally and how democratic the opposition is.

## As well as:

What is African culture?; What is African beauty?; Self-help books in Africa.

**Plus:** each edition is also full of feature articles, news reports and photographs covering the continent's latest political, social, economic, cultural and sporting developments:

### POLITICS

News and analysis from all four corners of Africa – frontline accounts of conflicts, eyewitness election reports and interviews with the personalities that shape the continent.

### COLUMNISTS

Experts across a wide range of areas give their opinions on the issues that matter.

### ARTS

Features on all aspects of African culture – music, art, literature and cinema.

### SPORT

Vivid reporting on Africa's sporting world – we feature athletics, football, rugby, basketball, boxing, cricket, even goat racing...

### ABOUT US

Features on our presenters, news on upcoming series and all the information you need to tune in to BBC broadcasts.

### READER CONTRIBUTIONS

Photos and stories sent in by our readers.