

# BBC

# Focus on Africa

MAGAZINE

MEDIA INFORMATION 2008



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BBC Focus on Africa magazine  
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## ADVERTISING ENQUIRIES

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Now in its nineteenth 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

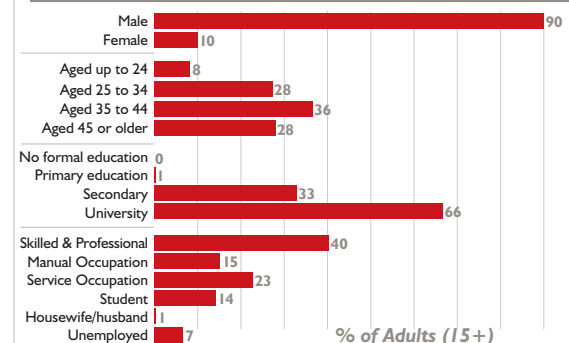
**Malawi** 1.7 million adults in English

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.

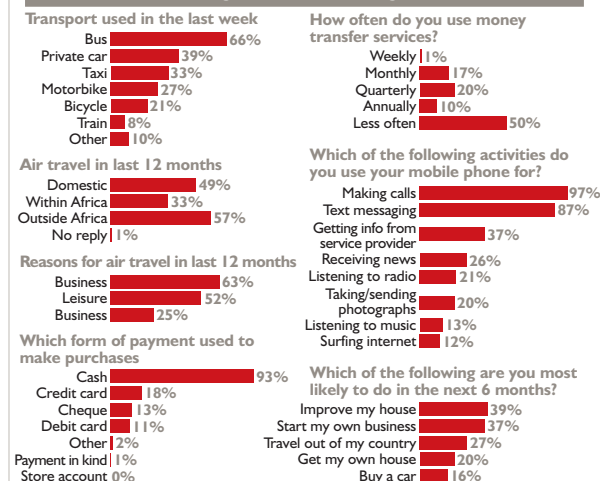
## READERSHIP PROFILE



## READERS' VIEWS

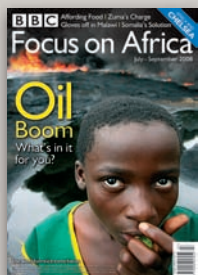
- Seen as providing accurate and unbiased information.
- Design and layout rated highly.
- Current affairs and update sections most popular.
- Close ties perceived between the magazine and BBC.
- Sixty per cent of respondents listened regularly to Network Africa and Focus on Africa.

## READERS' LIFESTYLE





# Focus on Africa MAGAZINE DISTRIBUTION & RATES 2008



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## 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

## ADVERTISING RATES 2008

|                            |          |                                              |                     |
|----------------------------|----------|----------------------------------------------|---------------------|
| <b>Full page colour</b>    | £3600.00 | <b>Series discount</b>                       | 10% for four issues |
| <b>Half page colour</b>    | £2570.00 | <b>DPS discount</b>                          | 10%                 |
| <b>Quarter page colour</b> | £1850.00 | <b>Agency commission (included in rates)</b> | 15%                 |

### SPECIAL POSITIONS:

|                           |          |                           |          |                          |          |
|---------------------------|----------|---------------------------|----------|--------------------------|----------|
| <b>Outside back cover</b> | £6050.00 | <b>Inside front cover</b> | £4500.00 | <b>Inside back cover</b> | £4100.00 |
|---------------------------|----------|---------------------------|----------|--------------------------|----------|

### 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.**

## PUBLICATION DATES

January 2009, April 2009, July 2009, October 2009

## ADVERTISING BOOKING DEADLINES

14th November 2008, 13th February 2009, 15th May 2009, 14th August 2009

## ADVERTISING COPY DEADLINES

21st November 2008, 20th February 2009, 22nd May 2009, 21st August 2009

## ADVERTISEMENT DIMENSIONS

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

For advertising enquiries please call  
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## SUPPLY OF ADVERTISING MATERIAL

Please note: BBC Focus on Africa magazine is now 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 the artwork in this format.





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## SPECIAL FEATURES 2008



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

### Education

We take a look at the state of education across the continent and consider the many challenges that face our schools including low rates of pupil participation, lack of facilities, overcrowding and staff being lured away to jobs in higher-paying Western countries.

### 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.

### Retirement – The Old Continent

One of the main features of the world population in the last century has been a considerable growth in the number of older people and by 2020 more than 700 million people aged 60 years and older will be living in developing countries. What is happening to Africa's older generation?

### African Islam

Is hardline Islam on the rise in Africa? We take a look at the changing face of the religion across the continent.

### As well as:

Traditional African sports; Defining African fashion; Climate change; Land reform and African beauty.

**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.