



Editorial address

BBC Focus on Africa magazine
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Now in its eighteenth 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 70,000 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 over 420,000.

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 21.3 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

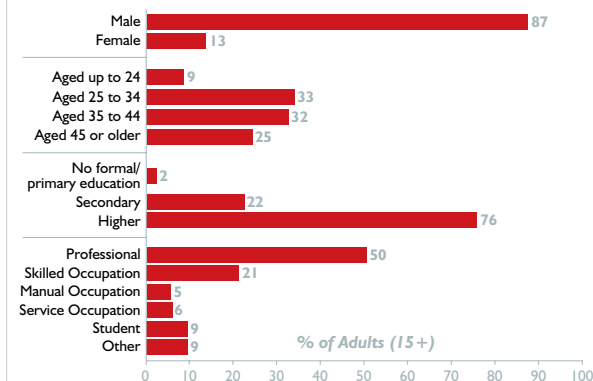
In a typical week, 59.2 million adults listen to the BBC in Africa in any language. 21.3 million of these listen in English.

The largest audiences across Africa are as follows:

Nigeria	10.0 million adults in English and 14.6 million in Hausa
Ghana	3.4 million adults in English
Kenya	3.3 million adults in English and 4.9 million in Swahili
Zambia	1.0 million adults in English
South Africa	0.3 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. This is particularly true for BBC World Service audiences in English where weekly reach among the higher educated can be as high as 50 per cent (Nigeria). 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.

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'.

MEDIA OWNERSHIP

- Respondents had a high level of media ownership, including satellite TV and PCs.
- One third of respondents had accessed the internet in the week preceding the survey.

MAGAZINE USE

- On average, the pass on rate is six people per issue.
- With a current print order of 70,000 copies, this reflects potential readership of 420,000.
- Over 80% of readers were interested in seeing the magazine published more regularly.

From readership survey conducted by BBC World Service Marketing Communications Department, March 2002

DISTRIBUTION & RATES 2007



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GEOGRAPHICAL DISTRIBUTION

(print run: 70,000)

WEST AFRICA

Nigeria	12,000
Ghana	3,500
The Gambia	800
Liberia	1,200
Cameroon	1,500
Sierra Leone	6,500
TOTAL	25,500

EAST AFRICA

Kenya	5,100
Uganda	3,500
Tanzania	2,500
Ethiopia	800
TOTAL	11,900

CENTRAL & SOUTHERN AFRICA

Malawi	5,000
S Africa/Namibia/Botswana	7,500
Zambia	2,500
TOTAL	15,000

OUTSIDE AFRICA

USA/Canada	4,400
UK/Europe	8,000
Subscriptions/other	5,200
TOTAL	17,600

GRAND TOTAL 70,000

PASS ON READERSHIP

62% up to six people – 32% to over ten people

ADVERTISING RATES 2007

Full page colour	\$6800.00	Series discount	10% for four issues
Half page colour	\$4800.00	DPS discount	10%
Quarter page colour	\$3500.00	Agency commission (included in rates)	15%

SPECIAL POSITIONS:

Outside back cover	\$11 500.00	Inside front cover	\$8500.00	Inside back cover	\$7700.00
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REGIONAL INSERTS: **CPT from \$70 plus postage**

CANCELLATION: In writing, at least six weeks prior to publication, or no later than the advertising booking deadline.

PUBLICATION DATES

July 2007, October 2007, January 2008, April 2008

ADVERTISING BOOKING DEADLINES

11th May 2007, 10th August 2007, 9th November 2007, 8th February 2008

ADVERTISING COPY DEADLINES

18th May 2007, 17th August 2007, 16th November 2007, 15th February 2008

ADVERTISEMENT DIMENSIONS

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

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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

Please contact us if you require further information or are unable to supply the artwork in this format.



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BBC
WORLD
SERVICE

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

Mobile phones

When it comes to mobile phones, Africa is leading the way. A recent study by the International Telecommunication Union shows that over the past five years the continent's mobile phone use has increased at an annual rate of 65 per cent, twice the global average.

This feature looks beyond the normal use of the mobile phone and considers some of the extraordinary areas of its growth such as the vibrant industry that exists in Somalia and the use of mobile phones in the movie industry in South Africa.

Special focus on Ghana

With Ghana under the spotlight during 2007 as they become the first African country to celebrate 50 years of independence, we look at the country in terms of economic development, politics and importance in the region.

Destination Africa

Many countries in Africa have vast tourism potential that has been hampered by political instability. Others, such as Ghana have made strides in the industry, but have been accused of turning a blind eye to a growing sex tourism industry.

This feature takes a look at the varied aspects of the industry, including the expected rise in black American tourism around the 200th anniversary of slavery in 2007 and the emerging players in the tourism market.

Sponsorship of map of Africa

Following on from our previously popular map of Africa, during late 2007 we will be producing a large foldout map of Africa that will be included free in every copy of the magazine. The map will be in full colour and will offer an advertiser the unique opportunity of being associated with the magazine for an indefinite time period.



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.