

Media Information and Rate Card 2013



Africa is scaling up – a continent on the move

Africa's private and State sectors are increasingly working together to deliver essential public services, using the 'Public Private Partnership' model championed by the African Development Bank. Key numbers:

- African Gross National Income has increased by more than 50% since 2000
- Per capita expenditure on health is up from \$86 to \$137 p.a. (2000 - to date)
- Real GDP increasing by 5.3% annually, 2001-09
- Africa's healthcare market will double to \$35 billion by 2016.

Africa's Health sector – realising an opportunity

A major driver for the investment uptick in Africa's health sector is the return of the middle classes. Since the Millennium thousands of teachers, doctors and other professionals working abroad have come home. The effect has been profound.

Africa's
potential remains
largely untapped.
The dramatic upturn of
the last 10 years is only
a beginning – the real
scale-up awaits.

Be part of it.

Leveraging the Africa Health brand

Advertising and other marcom options

Sales, marketing and brand awareness campaigns, distributor recruitment, key message delivery, Corporate Social Responsibility programmes and educational sponsorship – Africa Health is the professional carrier of choice for the healthcare workforce of sub-Saharan Africa. We offer commercial clients:

- Run-of-page advertising and advertorial
- Access to our exclusive Publishing Partner Programme
- Client sponsored supplements and review sections
- Educational sponsorship and CSR opportunities



Africa Health – your print media partner for sub-Saharan Africa

- 35 years of continuous publication
- Outstanding reach, unrivalled reputation
- Editorially led, relevant, practical, for and about healthcare in Africa
- A readership of power, influence and authority
- The Trusted Brand



Africa Health's Website

Register now for the new issue email alert – commences 2013.

Africa Health on-line

www.africa-health.com

- Africa Health page-turning version available on-line
- Africa Health's editorial content since September 2009 accessible for download from the web site
- Free open access to both the African Journal of Respiratory Medicine and African Journal of Diabetes Medicine
- Advertiser's logo uploaded to Supporters Page – with click thru



Africa Health media information 2013 rate card and key facts and figures

Our readership

The readership of Africa Health is found amongst the leading clinicians, medical directors, laboratory managers, administrators, executives, civil servants and healthcare professionals based in the English-speaking countries of sub-Saharan Africa (excluding South Africa), and working for:

- Public, private and teaching hospitals
- Major international donor agencies
- Universities, NGOs, medical and pharmaceutical associations
- Health institutions, central laboratories and research centres
- Major commercial houses and businesses
- Ministries of health, parastatal organizations

In addition to our African distribution, we have a broad base of international subscribers, including institutions, agencies, government and individuals.

Our circulation

COUNTRY	CIRCULATION	COUNTRY	CIRCULATION
Botswana	450	Nigeria	3,000
Cameroon	250	Sierra Leone	133
Eritrea	50	Sudan	180
Ethiopia	850	Swaziland	28
Gambia	180	Tanzania	820
Ghana	2,000	Uganda	650
Kenya	1,200	Zambia	400
Liberia	54	Zimbabwe	180
Malawi	350	Francophone Africa	274
Mauritius	400	International Copies	351
Namibia	200	Grand Total	12,000

PASS ON RATIO : 5x OUTREACH : 60,000

Distributing Africa Health – reaching our readership

The mass circulation of the Journal across Africa is based on a unique distribution model developed, managed and operated by Africa Health through its network of local agents. Copies are bulk air freighted to country capital cities, customs cleared, and then on-forwarded by hand delivery to destination addresses. The arrival of Africa Health in front of our readership is therefore assured.

Publication schedule for 2013

Six issues are published each calendar year in January, March, May, July, September and November.

There is no editorial schedule.

Advertiser guidelines

We ask our clients to adhere at all times to the IFPMA and WHO guidelines on advertising content.

Technical information and mechanicals

Please submit PDF Files with embedded fonts, saved as CMYK, High Resolution, (at least 300 dpi) to the size and specification shown in the table below.

For any two-colour work you have specified, this must be from the four colour printing process, so please ensure the PDF you submit has been saved as a CMYK File.

Advert sizes

DESCRIPTION	HEIGHT (mm)	WIDTH (mm)
Full page advert (including bleed)	286	206
Full page advert (trim size)	280	200
Full page advert (text area)	260	175
Half page advert (horizontal)	124	178
Half page advert (vertical)	254	86
Quarter page advert (vertical)	124	86

Africa Health advertising cost per issue for 2013

DESCRIPTION	GENERAL RATE (GBP£)
Back cover advert	2,778
Inside front cover advert	2,706
Inside back cover advert	2,706
Double page spread advert	3,856
Full page advert	2,410
Half page advert	1,282
Quarter page advert	770

Africa Health – at a glance, who are we?

Our ownership

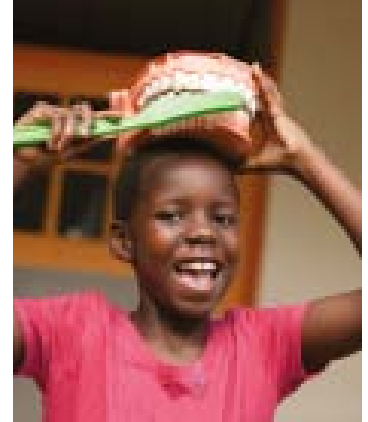
Africa Health, launched in 1978 by IPC Middle East Publishing (now part of Reed Elsevier), with subsequent periods of proprietorship under MediMedia International and then Vivendi Universal, has been owned since 2001 by FSG Communications Ltd, a specialist communications company.

Our editorial policy

Africa Health is a review journal dedicated to carrying high-quality editorial both practical and relevant for Africa. We have a special interest in advancing the Continuous Professional Development (CPD) of Africa's healthcare workforce. This is also a key strategic objective of African Governments as they drive towards the realisation of the MDGs, an objective the journal's editorial policy wholeheartedly supports.

Donor support

Africa Health's values, policies, editorial content and integrity have been consistently recognized by the leading international donor agencies. Ensuring the viability of a Journal with minimal subscription income but a pan-African readership of influence and esteem has, over the years, encouraged significant financial support from a variety of donor agencies, including the Global Fund on HIV/AIDS, TB and Malaria, the WHO's Global Health Workforce Alliance, Family Health International, Norway's NORAD, the UK Government's Department for International Development (DFID), and JICA of Japan. Africa Health – the Trusted Brand.



Other publications

Amongst other titles and works, FSG Communications Ltd also publishes two specialist journals, namely the African Journal of Respiratory Medicine (AJRM) and the African Journal of Diabetes Medicine (AJDM). Both AJRM and AJDM are open on-line publications, accessible free of charge directly from the Africa Health website.

Our key personnel

Publisher / Editor:

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www.medicwestafrica.com

Medic West Africa, the largest medical show in the sub Saharan region, is now a globally recognized Exhibition combining the brand strength of Informa's Arab Health with the original Medic Africa exhibition of FSG Communications Limited, acknowledged experts and specialists in Africa's healthcare space.

Medic West Africa – the gateway to the region, and a strategic 'must' for companies entering the West African healthcare market.

Originally established in Nigeria in 1986, 2013 brings the 37th exhibition in the Medic Africa series. Medic Africa has been promoted in more than 8 African Capital cities, including Addis Ababa, Abidjan, Tripoli, Harare, Nairobi, and Kampala. 2013 will be the 12th time it takes place in Nigeria, and as Medic West Africa will be annually located in Lagos.

Medic West Africa provides a powerful, highly effective platform for new entrants to meet the market, as well as being a formidable network opportunity for showcasing an exhibitor's offering to potential end users, agents, distributors as well as to the all important procurement sector of both public and private healthcare delivery organizations.

The present venue, coupled with the strategic alliance between FSG Communications Limited and Informa Life Sciences Exhibitions opens up Medic West Africa to a full range of both international and local organizations focused on working with the region's healthcare providers. Be there.



**15 - 17
October 2013**

Eko Hotel
Victoria Island
Lagos, Nigeria



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