

THE PROMOTA AFRICA

Reaching out to the East Africans in the Diaspora

- Business
- World Affairs
- Art & Culture
- Tourism
- Personal Development

2010 Media Kit

The Promota brand attracts huge loyalty and trust among Ugandans, Kenyans, Tanzanians, Rwandese and South Africans living and working in the UK and Europe at large.

The Promota Group is part of the Promota Media Group and incorporates a diverse portfolio of free publications, www.ugandaonair.com.



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THE PROMOTA - Profile

3 7.2% of people of African origin living in London are expatriates from Ugandans, Kenyans, Tanzanians, Rwandese and South Africans. These communities are made up of professionals that are valued by the United Kingdom for their contribution to the economy. They retain a strong sense of national identity and are loyal readers of the Promota and its online publications.

The core aim of the publication was to bridge and disseminate information to Africans in and out of Africa on issues ranging from business practices, innovations and opportunities, to finance, world affairs, community development, culture, personal development, inspiration, health and arts, to name a few.

The Promota's mission is to help Africa help itself. It is achieving this aim two-fold: through the content of its articles encouraging the readers to participate in the development of the African continent; and through challenging the readers to engage in personal development and capacity building, thus contributing in a more positive and productive way to society.

The Promota currently fills a gap in the African media by publishing material that inspires and encourages Africans to grow into a new generation of strong, innovative and upstanding citizens of the world. The Promota tactfully exposes issues affecting the African community and suggests feasible solutions to propel its readers towards the full realisation of their human potential.

The Promota is also helping non-Africans to change their perspectives on Africa and encourage them to look at Africa as a continent rich in investment opportunities.

The Promota has chosen the route of positivity to counterbalance the negative press regularly covering African issues. Its articles celebrate the success, achievements and contributions of Africa and its citizens. It also aims at having a positive influence on the most prominent leaders and decision makers in Africa, the UK and the world at large.

The Promota has become a voice of and for Africa and the Diaspora. It is building bridges between African nations, the UK and the rest of the world.

Publication Details:

- Glossy magazine
- launched in the UK in October 2004
- quarterly print run of 10,000
- quarterly online pdf distribution to 23,000 subscribers
- Readership of 170,000

THE PROMOTA AFRICA

Distribution Details:

SELLING PRICE: £2.50

OUTLETS: 47 outlets

- Given out free and sold where applicable throughout London in newsagents, mini-markets, social venues and places of worship popular with Africans

DIRECT MAIL TO ALL SUBSCRIBERS, including:

- selected numbers of British decision makers i.e. Prime Minister, MPs, CEOs
- decision makers worldwide with a strong interest in Africa and African issues
- all African leaders and other affluent Africans in and out of Africa (Presidents, Prime Ministers, UN Officials etc)
- all UK-based African High Commissioners and Ambassadors
- all central London libraries
- all colleges and Universities in UK / additional copies to Departments of African studies

Hard copies: 10,000 copies

- 80% London based - 5% rest of UK
- 15% Africa and the rest of the world

PDF online: 23,000 emails

- 20% Africa
- 60% UK
- 20% rest of the world

Our Readers: 170,000 readership

- Gender: 55% Male and 45% Female
- Age: 20 – 65
- Status: 70% economically successful and independent
- 20% are leaders and decision makers, i.e. Presidents, Prime Ministers, Ministers and CEOs

The Promota Magazine

Our Rate Card

Pages	Ads	Rates per Issue
Inside front/back Cover	Double-Page Spread	£1,200
Inside front/back Cover	Single-Page Spread	£1,000
Back Cover	Full-Page Display Ad	£1,200
Opposite Masthead/Contents Page	Full-Page Display Ad	£1000
Full Page	Display Ad	£800
Half Page	Display Ad	£450
Quarter Page	Display Ad	£250
Column Box Ads (4.5cmx13.5)	Notice Ad	£150
1 Page	Advertorial	£800
2 Pages	Advertorial	£1,300

Technical specifications will be made available upon request for those clients producing their specified advertisement. All print-ready material should reach our advertising desk by the 15th day of the preceding publication. INCLUDING DESIGN CHARGES

Webdesign & Webhosting Services Available

Webdesign & Webhosting services are available, quotes can be done on request. All websites built will be using a content management system with search engine optimization capabilities and features. All orders under £500 must be paid for in full prior to publication deadline for print. For orders above £500, payment options are available on request. ALL PRICES QUOTED EXCLUDE VAT.

Do contact us:

Advertising & General Enquiries

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WEBDESIGN AND WEBHOSTING SERVICES AVAILABLE Webdesign & Webhosting services

are available, quotes can be done on request. All websites built will be using a content management system with search engine optimization capabilities and features. All orders under £500 must be paid for in full prior to publication deadline for print. For orders above £500, payment options are available on request. ALL PRICES QUOTED EXCLUDE VAT.

