

Media Kit 2016



Exposing South African Products to the African Market

- Agriculture, Canned and Marine Foods Industry
- Aluminium, Metal and Steel Fabrication Industry
- Art, Crafts and Design Industry
- Automotive and Component Industry
- Building and Construction Materials Industry
- Chemical and Petroleum Industry
- Engineering and Project Management Industry
- Industrial Equipment Industry
- IT, Electrical and Sound Engineering Industry
- Laboratory and Instrumentation Industry
- Manufacturing and Distribution Industry
- Medical and Health Industry
- Mining, Minerals and Geotechnical Industry
- Packaging and Storage Solutions Industry
- Plastics, Rubber and Allied Products Industry
- Printing, Publishing and Advertising
- Retail Industry
- Telecoms Industry
- Textile and Protective Clothing Industry
- Transport and Logistics Industry



The Export Directory: African Markets

The Export Directory – African Markets Magazine is a Bi-Annual publication, published by MTI Media. This bi-annual publication is a quick reference tool guide for African importers with product categories in the major sectors of the South African economy ranging from capital equipment to chemicals and products in the steel and fabrication industries.

The product and service category covered by the Export Directory includes, but not limited to the following Sectors:

- *Automotive Equipment*
- *Agriculture Equipment and Chemicals*
- *Capital Equipment and Allied Services*
- *Mining*
- *Logistics*
- *Telecommunication*
- *Plastics & Polymers*

Readership and distribution - (Breakdown):

The Export Directory is distributed through out Africa using the following channels

- 1. South African Trade Missions in Africa*
- 2. Various Trade and Chambers of Commerce through out Africa*
- 3. Major Private and Parastatal Companies in Africa through their procurement Departments*
- 4. Distributed at various annual trade exhibitions in Africa*

Demographics Distribution By Percentage:

Southern Africa – 30%
East Africa – 25%
West Africa – 28%
Central Africa – 10%
North Africa – 7%

Print Run

The export Directory has a total print run of 52,000 copies

Participation Options:

There are various ways to participate in the export Directory which includes:

1. Display advertising
2. Advertorial placement on product and services
3. Company Listings

Benefits of Participating Export Directory:

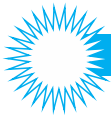
1. Direct Access to relevant target market for your export product and services
2. Export Directory compliments your online initiatives to market your product and services.
3. Africa by far is the largest importer of SA goods, Africa looks to SA first for products and services before the look to East because of short proximity.
4. Cost effective way of exposing your products and services to the right target market

The countries that receive this publication include the following

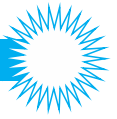
Namibia (1800 copies), Botswana (1650 copies), Angola (3900 copies), Mozambique (3850 copies), Zimbabwe (3200 copies), Malawi(1800 copies), Zambia (2500 copies), Congo DRC (3250 copies), Tanzania (3000 copies), Kenya (3250 copies), Uganda (1550 copies), Rwanda (400 copies), Burundi (420 copies) Nigeria (5850 copies), Ghana (2850 copies)

- *Who is your target market – Our target market is any African prospective importer of any goods and services from South Africa*
- *How is the magazine distributed – The Magazine is distributed through four channels :-*

- 1 Through Procurement departments of various large to medium sized companies in Africa (both government and private owned)
- 2 Through business associations and chambers of commerce in various African cities to the individual members that own businesses
- 3 Through organisers of trade shows and exhibitions. The directory is given out for free at such usual events.
- 4 The Directory is also available at all South African Trade Missions in Africa.



Our 2016 Rates



Double Page Spread

R 31,300.00



Trim 425X297mm
 Bleed 10mm
 Gutter 15mm
 Type Area 180 x 267mm

Full Page (Vertical)

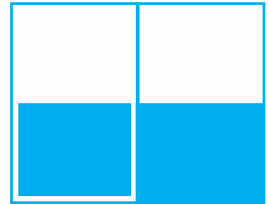
R 20,350.00



Trim 210 x 297mm
 Bleed 10mm
 Type Area 180 x 267mm

Half Page (Horizontal)

R 13,450.00



Advert size 185 x 135 mm Or
 T rim 210 x 148 mm
 Bleed 220 x 170 mm
 Type area 180 x 135 mm

*One Third Page
 (horizontal / vertical)*

R 9,400.00



Advert size 185 x 90 mm Or
 Advert size 65 x 273 mm

*Quarter Page
 (Vertical)*

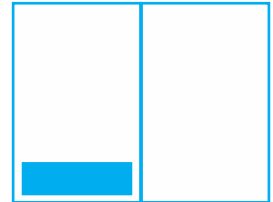
R 6,000.00



Advert size 91 x 135 mm

*Strip Advertisement
 (horizontal)*

R 5,300.00



Advert size 185 x 65 mm

NB These Rates do not include VAT.

MATERIAL REQUIREMENTS PDF:

(press-ready PDF) J PG or TIF high resolution fles may be supplied Resolution should be no lower than 300dpi. All graphics should be CMYK.

FREE ADVERT DESIGN IS AVAILABLE:

Required: high resolution logo, high resolution images copy and contact information (in editable Word format)

For Online Advertising, contact :

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 Email : shepherd@exporttoafrica.co.za | Website : www.mtimedia.co.za