

# Publishing Partner Programme




## Become an African Health Publishing Partner in 2017

The Publishing Partner Programme provides organisations with privileged access to an unrivalled communication platform – the Africa Health journal. Our publishing partners underpin the work of Africa Health, allowing us to concentrate on what really matters to our fast growing readership of healthcare professionals; editorial content and information services.

Africa Health, trusted and respected, a source of practical, real, relevant healthcare information; reaching the people who matter, those who shape, develop and deliver health services for the cities, towns and villages of Africa.

An Africa Health Partner commits to a year's support (six editions), and in return we connect you directly to our readership, be they print or online. Here's how:

- A full page in each edition for your own advertising, advocacy or advertorial
- Our acknowledgement and your logo on Africa Health's contents page
- Your logo with click-through on the Africa Health website
- Rotating web banner on the Africa Health website – [www.africa-health.com](http://www.africa-health.com)
- Exclusive Partner Page on [www.africa-health.com](http://www.africa-health.com) for your description, contact details, logo

Below are our Publishing Partners for 2017. Each organisation has demonstrated its commitment to health in Africa by supporting Africa Health throughout the year.



**Africa Health. The Trusted Brand**

[www.africa-health.com](http://www.africa-health.com)

## Africa Health media information 2017 rate card and key facts and figures

### Our readership

Africa Health's readership spans the leading clinicians and policy makers across the public and private sectors of English speaking countries of Africa.

This incorporates:

- Ministry of Health and leading hospital administrators - policy makers
- Leading Non-Government Organisations (NGOs) - thought leaders
- Head of hospitals and regional health authorities - the buying decision-makers
- Physicians, senior nursing staff and other paramedical personnel - the front-line delivery of healthcare
- Major commercial houses and businesses - importing and distributing medical equipment nationally or regionally

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

### Our print circulation

COUNTRY	CIRCULATION	COUNTRY	CIRCULATION
Botswana	450	Nigeria	3,500
Cameroon	250	Sierra Leone	133
Ethiopia	850	Sudan	290
Gambia	200	Swaziland	28
Ghana	1,500	Tanzania	930
Kenya	2,250	Uganda	850
Liberia	150	Zambia	600
Malawi	450	Zimbabwe	400
Namibia	350	International copies	319
		<b>Grand total:</b>	<b>13,500</b>

PASS ON RATIO : 5x OUTREACH : 70,000

### Distributing Africa Health - reaching our readership

Post in Africa is often unreliable, so bespoke alternative channels exist in most countries. As such, the journal is distributed through key respected organisations in each country. Outlets range from Ministries of Health, through NGOs, to professional healthcare associations, and healthcare company representatives.

Guaranteeing delivery the journal every two months, by hand, via local agents is a complex but effective process that has been honed over the years.

### Publication schedule for 2017

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

There is not an advance editorial schedule as content is driven by demand and important healthcare issues in Africa.

### Advertiser guidelines

We ask our clients to adhere at all times to the International Federation of Pharmaceutical Manufacturers & Associations and the World Health Organization guidelines on advertising content.

## Africa Health Publishing Partner cost for 2017

- One full page per issue (six issues)
- Option of one double page spread

Normal cost £16,629 less 20% Publishing Partner discount

**TOTAL COST OF  
ONLY £13,304**

Double page Publishing Partner Programme also available for

**ONLY £18,778**

### Technical information and mechanicals

Please submit high resolution (300dpi) CMYK PDF files with embedded fonts, and 3mm bleed (include bleed and crop marks) to the size and specification shown in the table below.

### Advert sizes

Please note: The Africa Health print pages are slightly smaller than A4.

DESCRIPTION	HEIGHT(mm)	WIDTH(mm)
Full page advert (including bleed)	283	203
Full page advert (trim size)	280	200
Full page advert (text area)	260	178
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 2017

DESCRIPTION	GENERAL RATE
Back cover advert	£2,904
Inside front cover advert	£2,829
Inside back cover advert	£2,829
Double page spread advert	£4,031
Full page advert	£2,520
Half page advert	£1,540
Quarter page advert	£895

### Africa Health website advert sizes

DESCRIPTION	HEIGHT(px)	WIDTH(px)
Website banner advert	105	905
Website box advert	500	500

### Africa Health website advertising costs per month

DESCRIPTION	GENERAL RATE
Website banner advert	£500-£750
Website box advert	£350