

# ZIMBABWE INVESTOR



# MEDIA PACK 2010

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## **VISION**

A Zimbabwe recognised around the world as the epicentre of Africa's economic development

## **MISSION**

To cover and expose to the world Zimbabwe's business and investment landscape

## **AIMS**

- ✓ To become Zimbabwe's main centre for business and investments information
- ✓ To continually build investor confidence and increase investment activity into Zimbabwe
- ✓ To improve communication of business and investments information between Zimbabwe and the rest of the world.
- ✓ To bring Zimbabwe at par with internationally recognised business and investments best practice

# PRODUCTS

## Magazine

Zimbabwe Investor magazine is a bi-monthly specialist business and investments publication covering Zimbabwe in particular and the sub Sahara African region in general. Published in the United Kingdom, Zimbabwe Investor is distributed on street in the UK, Zimbabwe and South Africa and via subscription to the rest of the world.

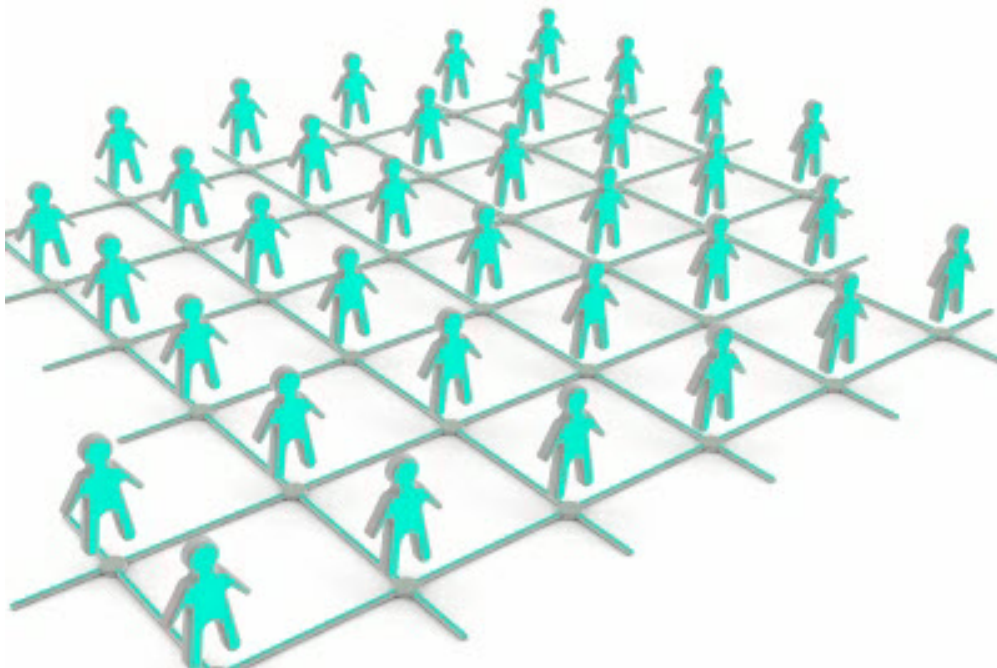
The magazine goes behind the headlines to give in-depth analysis of events on the ground for the benefit of the business and investment community.

## Website

Zimbabwe Investor website ([www.zimbabweinvestor.com](http://www.zimbabweinvestor.com)) is a web-portal that gives a day-by-day coverage of Zimbabwe's business and investments landscape.

## Events

Zimbabwe Investor organises and runs business and investment related events and conferences. Prime event is the Zimbabwe Business & Investments Conference UK (ZBICUK) Series which gathers investors, present and potential, to explore and exposed the opportunities in Zimbabwe.



# EDITORIAL PROFILE

## MAGAZINE

**News** – Reports covering the major headline making events in Zimbabwe

**Features** – Specific reports and discussions ranging from in-depth analytical feature articles in general to detailed analysis of individual companies, industrial sector and national economic performance using either in-house researched material or industry experts' contributions.

**Markets** – Coverage of the Zimbabwe Stock Exchange news, performances and corporate events

**Education** – Demystification of the investments world through the sponsored *Money Matters* column

**Opinions** – Critical analysis of chosen areas by the editorial team and readers

**People** – Profiling of the leading business and economic personalities in Zimbabwe and beyond

**Feedback** – Readers comments on previously published material or general opinions

**Research** – Zimbabwe Investor is the information dissemination platform for the Zimbabwe Investor Research Institute (ZIRI)



DIASPORA FOR  
DEVELOPMENT



ICSE 2009/10

STINGY  
SAMARITANS

Dare We Say The  
B-WORD



## WEBSITE

**News** – Breaking business and investments news as it happens in Zimbabwe.

**Companies & Markets** – Coverage of the day to day activities on the Zimbabwe Stock Exchange and listed company news.

**Economy** - Latest economic news from Zimbabwe including analyses

**Features** – Editorial and contributions of specific interest with Zimbabwe's business and investments environment

**Videos** – A centre for Zimbabwe related business and investments videos uploaded from various media

**e-Magazine** – The digital version of the print magazine including historic issues



# ADVERTISING

## READER PROFILE

Our readers are professionals: decision-makers, industrialists, government officials - including ministers, civil servants and diplomats, travelling foreign investors in the African markets; managers, chief executives, people in business both local and international; lawyers, bankers, journalists, academics and librarians; Africans in the Diaspora, international organisations.

The magazine has a print run of 10,000 distributed 20% in the UK and 80% in Zimbabwe and South Africa. In Zimbabwe, the magazine is distributed by the country's largest distributor Munn Marketing through their network of more than 300 outlets.

The magazine can be accessed as a digital version on the website [www.zimbabweinvestor.com](http://www.zimbabweinvestor.com) which takes 15,000 hits a week. 75% of the hits are in the UK and the rest across the world dominated by South Africa and Zimbabwe.



## ADVERTISING

Zimbabwe Investor's wide readership net gives business a fantastic platform to expose their products and services to a rich pool of potential customers as well as break into new markets. Our advertising team is well positioned to work businesses' marketing departments in coming up with advertising campaigns that produce results.



# ADVERTISING

**Infomercials** – It is widely known that people give more credibility to editorial content than to paid advertisements. Zimbabwe Investor uses its editorial expertise to help companies develop effective infomercials or advertorials which we will blend into our publication for maximum impact.

**Page Adverts** – We work with professional graphic artists who will develop for your business advertisements that give a clear and concise message of your products and services.

**Article Sponsorship** – The magazine has regular and sector specific content which if associated with enhances your brand visibility.

**Listings** – Our classified pages provide a wonderful channel to convey a business's quick message. This channel is ideal for job vacancy advertising, tenders and any other classified advertisements.

**Inserts** – Zimbabwe Investor offers a channel to distribute fliers, leaflets and company promotional materials as magazine loose inserts.

**e-Newsletter** – Our e-newsletter is distributed to our large and growing online subscription database carrying breaking news and latest business and investments from and about Zimbabwe. It offers businesses' an opportunity for their brands to reach a global market.

**Website** – The Zimbabwe Investor website [[www.zimbabweinvestor.com](http://www.zimbabweinvestor.com)] is an online portal hosted in the United Kingdom giving a day-by-day coverage of Zimbabwe's business and investments landscape. The website's global reach makes it a good platform for businesses to grow their client base and brand recognition. A carefully managed Search Engine Optimisation (SEO) has enabled the website to achieve and maintain a favourable and growing Internet Search Engines (ISE) page ranking



# ZIMBABWE INVESTOR ADVERTISING RATE

## MAGAZINE ADVERTISING RATES US\$/ISSUE

Ad Format	Single Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 issues
Full page A4	600.00	570.00	540.00	510.00	480.00	450.00
Double Page	950.00	902.50	855.00	807.50	760.00	712.50
Half Page	400.00	380.00	360.00	340.00	320.00	300.00
One Third Page	300.00	285.00	270.00	255.00	240.00	225.00
Premium Positions						
Inside front cover	700.00	665.00	630.00	595.00	560.00	525.00
Inside back cover	700.00	665.00	630.00	595.00	560.00	525.00
Outside Cover	800.00	760.00	720.00	680.00	640.00	600.00

## WEBSITE ADVERTISING RATES US\$/MONTH

Banner Size	1 month	2 months	3 months	4 months	5 months	6 months
468X60 pixels	120.00	114.00	108.00	102.00	96.00	90.00
234X60 pixels	40.00	38.00	36.00	34.00	32.00	30.00
250X250 pixels	75.00	71.25	67.50	63.75	60.00	56.25
160X600 pixels	150.00	142.50	135.00	127.50	120.00	112.50
728X90 pixels	200.00	190.00	180.00	170.00	160.00	150.00

## E-Newsletter US\$/mailshots rates

	5 mailshots	10 mailshots	20+ mailshots
Top of content	10.00	8.50	6.00
Bottom of content	5.00	4.00	3.00
Right side of content	7.50	7.00	6.00

## VIDEO ADVERTISING ONLINE

	Rate (US\$)
Advertisement (up to 1 minute)	950.00
Corporate Profile/Mini Documentary (1 to 10 mins)	2500.00
<b>NB: Adverts will rotate for a month</b>	

Professional banner advert design and graphics for both magazine and website available at competitive rates

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**WEBSITE**

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