

# AFRICAN DECISIONS

## LEADERSHIP

The continent's growth will be closely tied to the role that business will play in stimulating economic development. Behind the innovative companies are some of the world's most dynamic men and women corporate leaders. African Decisions Leadership is a comprehensive annual magazine to complement the existing African Decisions quarterly publication and which will be dedicated to providing in-depth insight into the methods and minds of some of these pioneers helping shape the nature of Africa's intercontinental and international trade environment.

### DISTRIBUTION

Over 6 000 copies are distributed to decision-makers and senior initiators in African industry, commerce and government, as well as to directors of listed companies in sub-Saharan Africa. It has a print run of over 17 000. Among the readership are private and public sector CEOs, company directors, government ministers and various state officials.

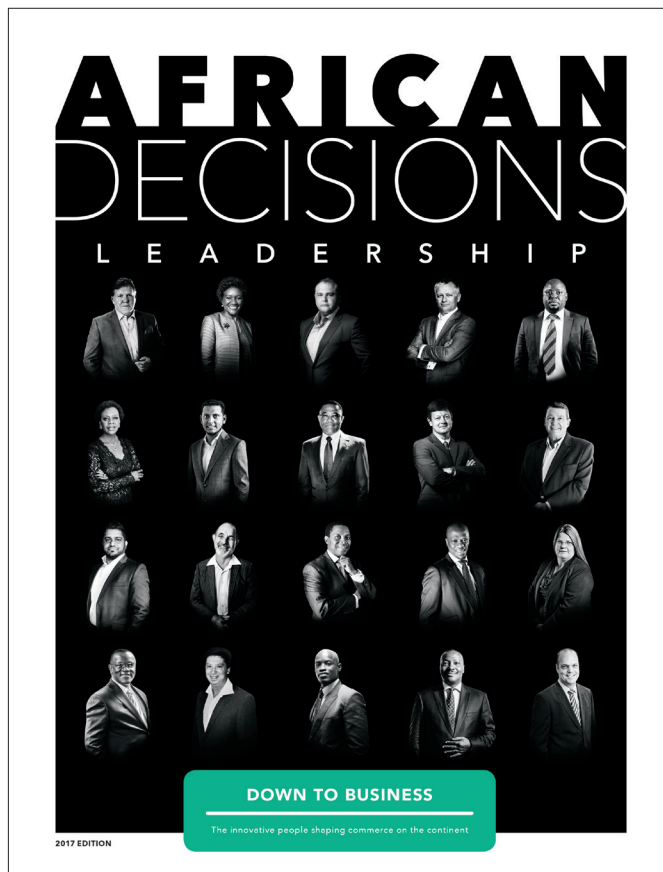
### AIRLINES

Nearly 10 000 copies of African Decisions Leadership will be available at airport lounges in Johannesburg, Cape Town, Durban, Lagos, Harare and Lusaka, and distributed via the following airlines:

Airlink  
British Airways  
Kulula  
SA Express  
Lufthansa  
Singapore airlines  
Air Botswana  
Air Namibia  
Kenya Airways  
Ethiopian Airlines  
Air Mauritius  
LAM Mozambique  
Mango  
Rwanda Air  
TAAG

### SUBSCRIBERS

The WORLD BANK  
The GLOBAL ECONOMIC FORUM  
Departments within the UNITED NATIONS  
Departments within the COMMONWEALTH  
The AFRICAN DEVELOPMENT BANK  
The WORLD TRADE ORGANISATION  
The PAN AFRICAN PARLIAMENT



## ADVERTISING RATES 2018

---

### INTERVIEW PROFILE

---

Front cover picture of CEO, person's name and company in contents pages	R 68 950
1 X A4 full colour page advertisement	
2 X A4 pages interview	

---

### SIZE

---

Full colour A4 page	R 36 950
Full colour double page spread	R 59 950

---

### COVER POSITIONS

---

Inside front cover (double page spread)	R 64 845
Inside back cover (single A4 page)	R 45 315
Outside back cover	R 56 950

---

### WEBSITE ADVERTISING

---

300 x 250 pixels	R 5 000
728 x 90 pixels	R 6 000

---

All the above rates exclude vat

For all advertising enquiries, please contact Douglas Steinhobel [douglas@hsm.co.za](mailto:douglas@hsm.co.za)

To view the publication online, please register at [www.hsmonline.co.za](http://www.hsmonline.co.za)