

**INTRA-AFRICA TRADE FAIR  
CATALOGUE/MAGAZINE  
MEDIA KIT/RATE CARD**

**9-15 NOVEMBER  
CAIRO, EGYPT**



**CONNECTING AFRICAN MARKETS**

# IATF<sup>®</sup> 2023

## The AfCFTA marketplace

PROMOTED BY

IN COLLABORATION WITH



# POSITION YOUR BRAND

IATF2023 will provide a unique and valuable platform for businesses to access an integrated African market of over 1.3 billion people with a GDP of over US\$3.5 trillion created under the African Continental Free Trade Area (AfCFTA).

IATF2023 PUBLISHING PARTNER



## IATF2023 Projections

**+1,600**

EXHIBITORS

**+35k**

VISITORS

**+75**

EXHIBITING  
COUNTRIES

**\$43bn**

IN TRADE &  
INVESTMENT  
DEALS

**1,501**

EXHIBITORS

**32,541**

VISITORS

**69**

EXHIBITING  
COUNTRIES

**\$42.1bn**

IN TRADE &  
INVESTMENT  
DEALS

## IATF2021 Outcomes



PRINT RUN

**20K**



DIGITAL MEDIA

**1M+**



SOCIAL MEDIA

**2M+**



## IATF2023 CATALOGUE/MAGAZINE SPONSOR PACKAGES

PACKAGE A: \$25K

PACKAGE B: \$15K



*Reach a Global Audience!*

# IATF2023 RATE CARD & SPECIFICATIONS

## COVERS (Full Colour Insertion)

Inside front cover	\$7,500.00
Inside back cover	\$7,000.00
Outside back cover	\$8,500.00

## MAIN BOOK (Full Colour Insertion)

DPS (Double Page Spread)	\$4,500.00
Full page	\$3,000.00
1/2 page	\$1,750.00
Opposite Editor's Note	\$3,500.00

## ADVERTORIAL (Full Colour Insertion)

DPS (Double Page Spread)	\$4,500.00
Full page	\$3,500.00

AD TYPE	TRIM (MM)	TYPE (MM)	BLEED (MM)
Full page	275 x 210	258 x 190	285 x 220
DPS	275 x 420	258 x 380	285 x 430
1/2 page vertical	275 x 105	258 x 92	285 x 115
1/2 page horizontal	136 x 210	127 x 190	146 x 220

### TECHNICAL SPECIFICATIONS:

PDF, postscript files, high-resolution scans, CMYK at 300 dpi. The material is stored for a maximum of three months. When sending ads with white overprint/knockout, the overprint should be off.

Fonts and high-res images must be embedded. Type smaller than 12pt should not be knocked out on a four-colour background. San serif type 7pt or smaller and serif type 12pt or smaller must be reproduced in a single colour.

### GENERAL:

Should any type area run across a DPS, please allow a 10mm gap on either side of the gutter. A 5mm bleed is required on all edges. The overprint should be removed when sending an advertisement with a white overprint knockout.

PDF: All fonts and high-resolution images must be embedded. A minimum resolution of 300 dpi is required. Please pre-flight and verify PDF files prior to transmitting them.

**Zest Media will not be held responsible for any print errors that might occur following material change requests.**

### COLOUR:

All images and logos to be CMYK. Zest Media cannot be held responsible for any colour variations that may occur.





# CONTACT US



strategic thinking + high-end creativity

Zest Media was created to give clients this solution

## Advertising/Sponsorship Team

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