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

9-15 NOVEMBER CAIRO, EGYPT





The AfCFTA marketplace

PROMOTED BY



IN COLLABORATION WITH

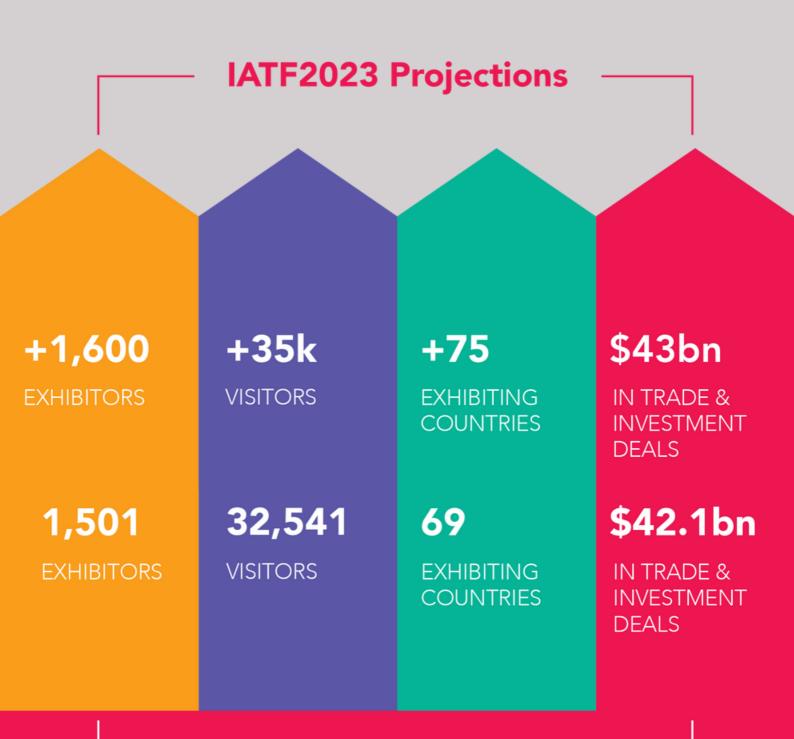




POSITION YOUR BRAND

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





IATF2021 Outcomes





DIGITAL MEDIA

PRINT RUN

20K



SOCIAL MEDIA 2M+



IATF2023 CATALOGUE/MAGAZINE SPONSOR PACKAGES

PACKAGE A: \$25K PACKAGE B: \$15K



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		\$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 horizont al	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.



strategic thinking + high-end creativity Zest Media was created to give clients this solution

Advertising/Sponsorship Team











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