

African-skies

AFRAA's Panafrican Journal on Air Transport
Le magazine panafricain de l'AFRAA sur le transport aérien



Media Kit 2021



ADVERTISE IN African-skies

African-skies is the official, renowned Pan-African magazine of the African Airlines Association (AFRAA). It is a full colour, bi-lingual (English and French), quarterly publication and the key tool in realising the objectives of AFRAA: To advance the image and brand of its member airlines and partners as well as stakeholders across the continent.

ABOUT AFRAA

The African Airlines Association (AFRAA) was established in April 1968, in Accra, Ghana as a Trade Organisation open to membership of airlines of African States. It had its conceptual beginning in 1963. It has been in the forefront of major initiatives in the air transport field in Africa in sensitizing African airlines to take concrete actions for co-operation in operational, commercial, technical, and training fields. It has been instrumental in sensitizing African Governments through the African Civil Aviation Commission and other regional and subregional organisations on the actions to be taken for the development of an efficient air transport system. It has been a catalyst for all the major policy decisions in the continent.

Vision: To be the leader and catalyst for the growth of a globally competitive and intergrated African airline industry.

Mission: To serve African airlines, promote and protect their common interests.

EDITORIAL CONTENT OF African-skies

African-skies is the voice of AFRAA – the largest association serving the airlines of Africa. It is a common medium to raise awareness of the successes of African commercial aviation, address its challenges and educate the aviation community both within and outside Africa for the benefit of strong African airlines and African aviation in general. Its editorial content focuses on key developments in the industry and perspectives of aviation leaders.

African-skies is considered by its readers as Africa's leading source of aviation news on African carriers and written by business specialists. Each edition of the magazine includes Q & A interviews with aviation executives.

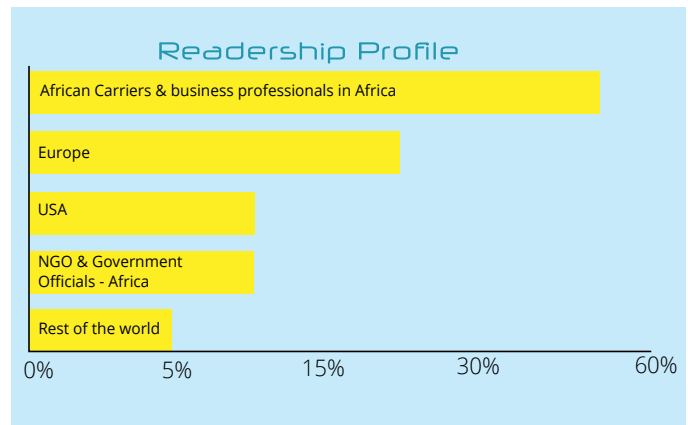
The African-skies portfolio highlights include:

- Commercial and business aviation
- Airport redevelopment & upgrades
- Training and education for the industry
- Business and AFRAA news
- Airport leasing and business
- Supplier news
- Interviews with opinion leaders and aviation executives
- Technology developments
- Aircraft analysis
- Effects of social media
- AFRAA diary

INFLUENTIAL READERS

Its circulation is geared towards readers that are key decision makers, stakeholders and professionals within the African aviation industry including those who have an interest in business in the region.

The magazine targets key industry participants. Current circulation sees over **55%** of the magazine distributed within Africa, **20%** in Europe, **10%** in USA, **10%** in NGO's & Governments with the remaining **5%** in the rest of the world.



BONUS DISTRIBUTION

AT KEY EVENTS

Advertisers gain from the bonus distribution opportunities at important AFRAA organised events. Core target are Senior Managers and Industry professionals in the airline and airport sector at international, domestic and regional levels across Africa.



The magazine has a commanding online presence driven by AFRAA newsletter steering traffic to the site. The site offers promotional opportunity, particularly for short term targetted campaigns. Frequent news updates keep the site fresh and interesting. Log on to www.afraa.org



ADVERTISING RATES IN USD

• Back cover _____	3,800
• Inside front/back cover _____	3,500
• Double page spread (DPS) 2 pages _____	4,000
• Full page trim _____	2,250
• Full page bleed _____	2,250
• Half page _____	1,350
• One third page _____	1,050
• Quarter page _____	900

Gate folds/Inserts: Contact us for the rates.

Discount: 10% discount for more than two consecutive adverts booked at the same time.

Agency commission: Not included in the above rates.

Publication Dates

February / May / August / November

Issue	Booking deadline	Material deadline
Feb-April	Dec 15	Dec 22
May-July	Mar 15	Mar 22
Aug-Sept	Jun 15	Jun 22
Nov-Jan	Sept 15	Sept 22

Advertising Materials

Any design or typography that is required, will be charged back to the client at cost. Cancellation in writing, 60 days before the end of the quarter.

SERIES: Full payment on one or two issues will be levied if series discount is granted and cancelled after two or three issues.

African-skies employs a fully digital work flow, using Apple Macintosh computers running OS X and utilizing, Adobe Creative suite: InDesign, Photoshop and Illustrator.

CONTACTS

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TECHNICAL DATA

NB: Measurements are Width (W) x Height (H)

Format: 260 mm x 210 mm (portrait)

Printing: 4 colours x 4 colours throughout

Binding: Perfect binding

Language: English/French

Final material to be supplied as either:

- Press-ready **PDF**, prepared to **Pass4Press** specifications.
 - Composite **EPS** files with fonts converted to **Outlines/Curves**.
 - **TIFF** files at **300dpi** at full size (**CMYK**).
 - **JPEG** files at 300dpi at full size (**CMYK**), saved at **maximum quality**.
 - **InDesign** files with **linked** images.
Please include all original **InDesign** files, **pictures** and **fonts** separately. If your design/artwork needs to run to the edge of the paper without any margin, add **3mm** on all sides.
 - Crop and register marks must appear on all files, located **6mm** outside the trim area. Please mark the final design file to use very clearly. Kindly include with the file all original design files, picture files, fonts, etc (Collect for Output), including those embedded in EPS files.
 - If supplying material created in **Illustrator** or **Freehand**, please supply two versions of the file: one with fonts converted to Outlines / Curves and one with fonts not converted to Outlines / Curves.
 - All final files are exported to **PDF** or **EPS** format, with all fonts embedded and supplied with linked files. No responsibility can be taken for files not supplied as per the above specifications and for any artwork which exceeds the type area specified above.
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To ensure accuracy:

- Please keep within our trim, bleed and type area specifications. All page elements required to appear within the trimmed area, approximately 5mm inside the trim areas.
 - Items intended to bleed off the page should extend approximately 3mm.
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Outside the trim area

- Please supply double page material as separate left and right hand pages. All type must clear the gutter by 7.5mm each side. Double image allowance is 3mm from each side of the centre to be included within the double page trim area. All colours used in the document should be set to 'Process Separation'. Crop or resize scans as much as possible before placing to keep file sizes down. Avoid importing EPS files into other EPS files. *PTO for Advert sizes and specs.*

ADVERT SIZE SPECIFICATIONS

Double page
Trim size: 420mm X 260mm
Type area: 400mm X 235mm
Bleed: 426mm X 266mm

Full page
Trim size: 210mm X 260mm
Type area: 180mm X 235mm
Bleed: 216mm X 266mm

Quarter page
88mm X 115mm

Third page (portrait)
60mm X 235mm

Third page (landscape)
180mm X 80mm

Half page(landscape)
180mm X 115mm

Half page (portrait)
88mm X 235mm

RULES & REGULATIONS

All advertisements in African-skies are accepted under the following terms and conditions. No variation is permitted unless approved in writing by African-skies, the Publisher or Managing Director of appointed agents acting on behalf of the Publisher or AFRAA.

1. Cancellation of confirmed bookings is required in writing before the booking deadline of the relevant issue. If the advertiser insists on cancellation after the booking deadline, the advertiser will be liable to pay one hundred percent (100%) of the contracted advertising rate.
2. Cancellation or postponement of any portion of an advertising contract nullifies all earned rate and/ or frequency discounts for the entire contract. In such cases, the advertiser or the advertising agency will become liable for the difference between the contracted rate and the published media kit rate on all of the past insertions. Frequency discount applies to those advertisements that have been booked to appear within a 12-month period.
3. All advertisements are accepted and published by the Publisher on the representation of the advertiser and the advertising agency that both are authorised to publish the entire contents and subject matter of the advertisement. The advertiser and the advertising agency shall be held solely responsible for the contents of the advertisements and **African-skies**, the Publisher and its appointed agents cannot be held liable for any claims if material is not supplied to the specifications laid out in this rate card.
4. In consideration of publication of an advertisement, the advertiser and the advertising agency will indemnify and hold harmless **African-skies**, the Publisher, the magazine, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication of the contents in the advertisement, including, and without limitation to, claims or suits for libel, violation of right of privacy, defamation, trademark or copyright infringement, misappropriation or plagiarism.
5. Execution of an order is subject to the Publisher's approval of copy, including display, text and illustration. **African-skies** and/ or the Publisher reserves the right to reject any advertisement for any reason at any time.
6. The Publisher maintains control on the placement of advertisements and reserves the right to deny special positioning and refund any surcharge fees paid for special positioning.
7. **African-skies** reserves the right to change advertising rates on a 60-day notice.
8. If the advertiser or the advertising agency fails to submit advertising material on time, **African-skies**, in consultation with the Publisher, Advertising Agency and Advertiser, reserves the right to repeat a previous advertisement of the correct size/ technical specification or run a house advert or blank page. In any case the advertiser or the advertising agency will be liable to pay one hundred percent (100%) of the contracted advertising rate.
9. The Publisher reserves the right to add the word advertisement' at the top or anywhere within any page that, in the Publisher's sole judgement, too closely resembles the editorial pages of the publication.
10. If the Publisher is asked to compile advertising material for an advertiser or its agency, the Publisher reserves the right to raise a charge for doing so and will do so prior to proceeding with the work. The Publisher will endeavour to seek the final approval of the advertiser or the advertiser's agent before going to print, but reserves the right to proceed with publication of said material if the advertiser or its agent has not responded with authorisation before the print submission deadline.
11. If the Publisher has compiled material for an advertiser, the Publisher or its appointed agents assume no responsibility for any inaccuracies or misrepresentation thus caused as outlined in point 5 above.
12. The advertiser and the advertising agency are jointly and severally liable for payment of all invoices for advertising placed. The advertiser and the advertising agency agree not to make promotional or merchandising reference to **African-skies** without written permission of the Publisher.
13. Payment is due 30 days from the date of invoice. All payments should be made in the currency as stated on the invoice. All rates are quoted as payments due, free of all withholding taxes and duties unless specified. The Publisher and appointed agents reserve the right to ask for prepayment from any advertiser or its advertising agency.
14. If charges for Advertisements which have been placed correctly as per this media kit are not paid in full to **African-skies**, the Publisher or appointed agency from the Advertiser's agency for advertisements which have been placed correctly as per this media kit, are not paid in full then the **African-skies**, the Publisher or appointed agency reserves the right to collect said charges from the advertiser, and the advertiser's agency shall execute all assignments. In addition, **African-skies** may hold the advertiser and its agency jointly and severally liable for all sums due to the Publisher or appointed agent, even if the advertiser has previously paid the agency.
15. A 1.5% per month service charge (18% per annum) will be added to all invoices 30 days or more past due. Where necessary, any legal or collection fee is incurred in collection efforts will also be added to charges due.
16. The Publisher assumes no responsibility for any errors or omissions in any advertiser index, or in any advertising typeset by the Publisher. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The liability for any error or omission or delay for which it may be legally held responsible, shall not exceed the cost of the space paid for and occupied by such individual advertisement.

