



THE POWER JOURNAL OF AFRICA



MISSION

ESI Africa is the leading print-media platform for the African electricity and energy industry across the African continent, harnessing the thinking behind the industry and delivering it to the continent and beyond.



The African leader in delivering information, analyses and opinion on the Electricity Supply Industry across the continent.

Published quarterly, ESI Africa provides critical information on projects, latest developments, strategic business, political and technical information and innovations to over 5000 decision makers on the African continent. The publication is geared towards facilitating the business of the African Electricity Supply Industry.

Focussed editorial is commissioned from top experts and thought leaders across and the ESI Africa editorial team regularly consults in order to reflect the driving issues of the day. These include power generation, transmission and distribution, smart energy, investment and regulatory issues - both globally, intra-continentially and locally.

ESI Africa examines trends and forecasts, giving readers and advertisers the edge in doing business across the continent. Regional focuses and country and utility profiles ensures broad and up to the minute coverage.

Innovative marketing solutions, attendance at key industry events, an active web site, a subscription electronic newsletter and the organisation of regular power events, position ESI Africa as the leading marketing tool for companies involved in the African power industry.

ESI Africa is the only choice for reaching the entire African power sector.



ABOUT ESI AFRICA

ESI Africa is the definitive information source on happenings within the African power industry. Editorial covers a variety of transmission, distribution and generation topics, while also exploring the role played by alternative energy sources.



THE POWER JOURNAL OF AFRICA

RATES AND DATA

INSERTIONS	4 Issues	1 Issue
Full colour	Rands	Rands
Full page	R14 995	R15 995
Half page	R12 950	R13 900
Quarter page	R10 285	R10 890
Eighth page	R6995	R 7995

All prices EXCLUDE agency commission and VAT

All advertising subject to our standard terms and conditions, available at www.esi-africa.com

Sponsors:

Discounted marketing opportunities in the host edition.

Frequency:

ESI Africa is published quarterly in: February, June, September & December

Year planner:

R5 500 per 7.6 cm x 7.6 cm position (distributed with ESI Africa edition 4)

ESI Africa electronic newsletter:

Logo with web link on ESI Africa monthly electronic newsletter: R495 per edition

Terms:

30 days from date of publication

Campaigns:


The ESI Africa team can offer premier companies an enhanced marketing package, across print in ESI Africa, digital on www.esi-africa.com, and the Spintelligent and Synergy global series of events, to support detailed marketing objectives.

Contact the publisher or representative for a customised package, at advantageous rates.

Special positions and inserts

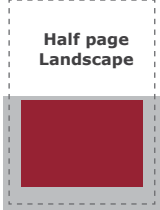
Outside Front Cover <i>Plus 1 600 words of editorial</i>	R36 000
Double Page Spread	R26 990
Outside Back Cover/Inside Front Cover	R18 900
Inside Back Cover	R17 900
CD inserts/Wrap-arounds	Quotation on request

All rates quoted in South African Rands. Rates applicable to companies registered in South Africa only – Foreign rates available on application.



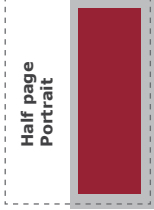
Full page

Text area - ■
190mm (w) x 277mm (h)
Bleed - ■
220mm (w) x 307mm (h)
Trim size - ■
210mm (w) x 297mm (h)




Half page Landscape

With bleed - ■
Text Area - 190mm (w) x 128.5mm (h)
With Bleed - 220mm (w) x 159.3mm (h)
Trim size - 210mm (w) x 148.5mm (h)
No bleed - ■
Size - 190mm (w) x 138.5mm (h)



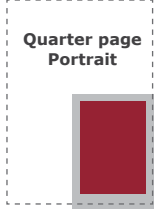
Half page Portrait

With bleed - ■
Text Area - 85mm (w) x 277mm (h)
With Bleed - 115mm (w) x 307mm (h)
Trim size - 105mm (w) x 297mm (h)
No bleed - ■
Size - 95mm (w) x 277mm (h)



Quarter page Landscape

With bleed - ■
Text Area - 190mm (w) x 55.5mm (h)
With Bleed - 220mm (w) x 85.5mm (h)
Trim size - 210mm (w) x 75.5mm (h)
No bleed - ■
Size - 190mm (w) x 65.5mm (h)



Quarter page Portrait

With bleed - ■
Text Area - 82mm (w) x 128mm (h)
With Bleed - 112mm (w) x 158.5mm (h)
Trim size - 102mm (w) x 148.5mm (h)
No bleed - ■
Size - 92mm (w) x 138.5mm (h)

Material specifications

- Our magazines are A4 (210mm wide x 297mm high). Refer to the diagrams above for advert specifications
- Please supply electronic material with CMYK breakdown of your corporate colour(s). Files incorrectly supplied will be subject to a conversion charge. Files must be scaled to the actual print size in one of the following closed file formats:
 - 300dpi Tiff
 - 300dpi PDF or
 - 400dpi JPEG
- All advertisements must be supplied as CMYK
- All advertisements to be supplied with 5mm bleed and crop marks
- Advertising material is subject to a conversion charge if it needs to be resized or is received as an open file
- **If materials files are larger than 3MB, please contact Bernice Bredenkamp for uploading instructions.**
bernice.bredenkamp@spintelligent.com

All advertising subject to our standard terms and conditions, available at www.esi-africa.com

All data subject to change without notice



DISTRIBUTION

ESI Africa has a distribution of 5 000 magazines per issue and reaches decision-makers involved in the power industry. ESI Africa is distributed to buyers, specifiers, engineers, consultants, contractors, policymakers and executives.

Readers include

Electricity suppliers:

African utilities, government departments, municipalities, Regional Electrical Distributors

Service providers and electrical product suppliers:

Consulting engineers, contractors, manufacturers and suppliers to the ESI

Associations:

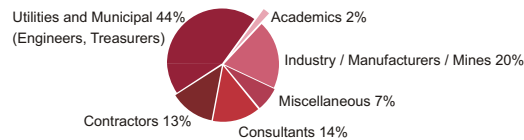
AMEU, IESSA, PIESA, SA Electrotechnical Export Council, RPAAU, SAAE, SANEA, SARPA, UPDEA

Industrial users:

Manufacturing and processing sectors (mines, factories, mills and foundries).

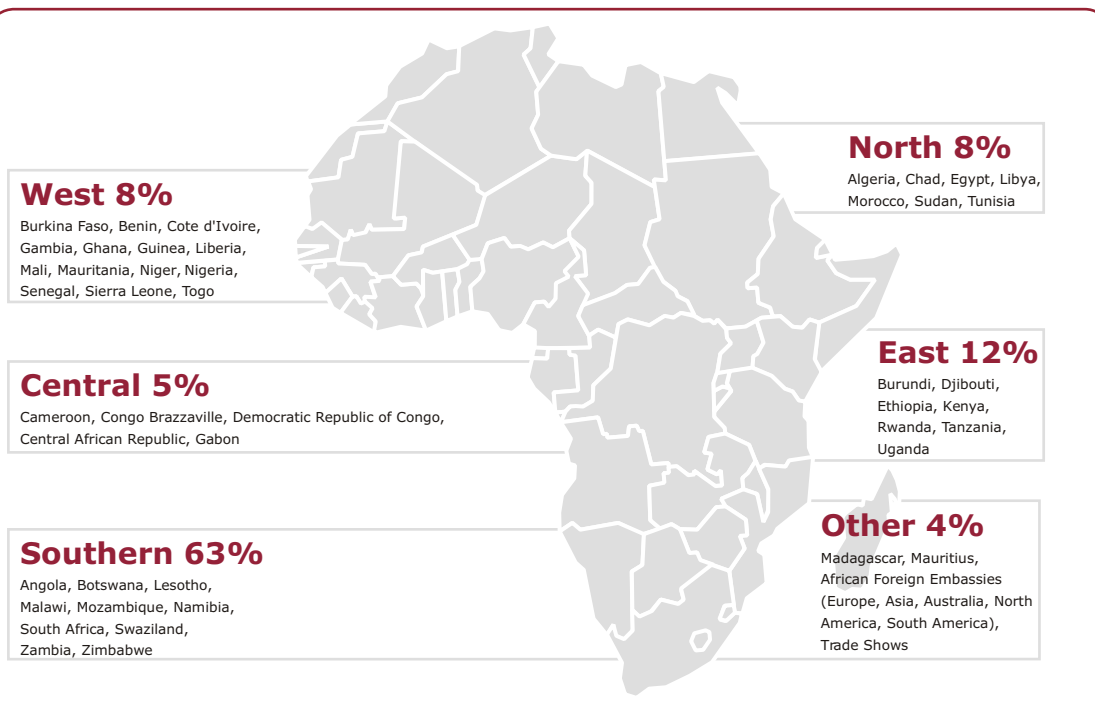
Miscellaneous:

NGOs, regulators, academics and embassies.



THE POWER JOURNAL OF AFRICA

An official publication of:



BONUS EVENT DISTRIBUTION 2010

Issue 1 / 2010:
April - July 2010

African Utility Week
Durban, South Africa,
February 2010

Smart Grids Africa
Durban, South Africa,
February 2010

Power Indaba
Durban, South Africa,
February 2010

iPAD Angola
Luanda, Angola, May 2010

Issue 2 / 2010:
July - October 2010

East African Power Industry Convention
Nairobi, Kenya, June 2010

iPAD East Africa
Arusha, Tanzania,
June 2010

Hydropower Africa
Johannesburg,
South Africa, August 2010

Issue 3 / 2010:
October - December 2010

iPAD DRC
Kinshasa, Democratic
Republic of the Congo,
October 2010

iPAD West Africa
Abuja, Nigeria, November
2010

Mine-Tech Expo
November 2010

Issue 4 / 2010:
December - March 2011

African Utility Week
February 2011

Smart Grids Africa
February 2011

The distribution database is subject to constant revision as we have an active programme of validating existing data, as well as adding names from recognised sources. This ensures optimum reach for advertisers.

All data subject to change without notice

Features in every edition

ESI Africa Updates

- Latest developments
- Projects
- Regulations

Products and Services

- Industry news

Africa Roundup

- Latest developments

Country profile

Renewable energy

Generation utility profile

Edition 1

- Coal Generation
- Southern Africa
- Emergency Power
- Prepayment Metering
- Substations and Switchgear
- Skills and training
- Street Lighting
- African Utility Week

Edition 2

- Hydropower
- East Africa
- Cogeneration
- Transformers
- CRM and Billing
- Skills and training
- Utility Maintenance

Edition 3

- Wind and Gas
- West Africa
- Cables and Accessories
- Automation
- Investment
- Smart Energy
- Distribution

Edition 4

- Nuclear
- Central Africa
- Smart Metering
- Transmission Projects
- Climate Change
- Public Lighting
- Vending and Payment Solutions
- ESI African awards
- ESI year planner

Editorial deadline:
11 December 2009

Booking deadline:
21 January 2010

Material deadline:
28 January 2010

Publication date:
February/March 2010

Editorial deadline:
6 April 2010

Booking deadline:
16 April 2010

Material deadline:
23 April 2010

Publication date:
June/July 2010

Editorial deadline:
23 July 2010

Booking deadline:
30 July 2010

Material deadline:
6 August 2010

Publication date:
September/
October 2010

Editorial deadline:
15 October 2010

Booking deadline:
26 October 2010

Material deadline:
4 November 2010

Publication date:
December 2010/
January 2011

Contact: Publishing Editor

Nicholas McDiarmid
Spintelligent (Pty) Ltd
Spintelligent House,
31 Bell Crescent, Tokai
PO Box 321, Steenberg
7947, South Africa
Phone: +27 21 700 3500
Fax: +27 21 700 3501
nicholas.mcdiarmid@spintelligent.com

Spintelligent LLC
PO Box 41270
Reno
NV, 89504, USA
EIN: 900135226
Phone: 888 559 8017
Fax: 413 487 6276
www.spintelligent.com

Publications Director

Priscilla Bryson:
priscilla.bryson@spintelligent.com

Publishing Editor

Nicholas McDiarmid:
nicholas.mcdiarmid@spintelligent.com

Publications Manager

Adele Eloff:
Tel: +27 21 700 3511
adele.eloff@spintelligent.com

Sales Executive

Adele Bellairs:
Tel: +27 21 700 3548
adele.bellairs@spintelligent.com

Subscriptions and materials handling

Bernice Bredenkamp:
Tel: +27 21 700 3529
bernice.bredenkamp@spintelligent.com

For more information and data, please visit www.esi-africa.com or contact:
Nicholas McDiarmid - nicholas.mcdiarmid@spintelligent.com

All advertising subject to our standard terms and conditions, available at www.esi-africa.com

All data subject to change without notice