



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.



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## RATES AND DATA

INSERTIONS	4 Issues	1 Issue
<b>Full colour</b>	<b>US\$</b>	<b>US\$</b>
Full page	US\$1 950	US\$2 080
Half	US\$1 690	US\$1 850
Quarter	US\$1 090	US\$1 450
Eighth	US\$990	US\$1 050

All prices EXCLUDE agency commission and VAT

All advertising subject to our standard terms and conditions, available at [www.esi-africa.com](http://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:

US\$715 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: US\$65 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](http://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

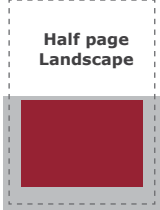
Outside Front Cover <i>Plus 1 600 words of editorial</i>	US\$4 680
Double Page Spread	US\$3 510
Outside Back Cover/Inside Front Cover	US\$2 460
Inside Back Cover	US\$2 330
CD inserts/Wrap-arounds	Quotation on request

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



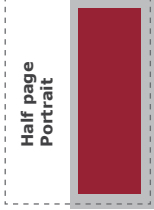
**Full page**

**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)



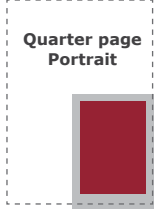
**Half page Portrait**

**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 Niki Sampson for uploading instructions.**  
[niki.sampson@spintelligent.com](mailto:niki.sampson@spintelligent.com)

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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:

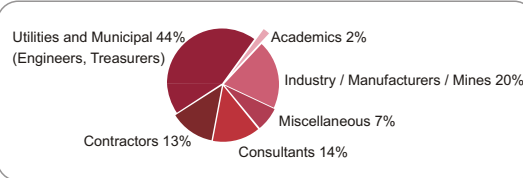
AMEU, IESSA, PIESA, SA Electrotechnical Export Council, RPAAU, SAAE, SANEA, SARPA, UPDEA

#### Industrial users:

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

#### Miscellaneous:

NGOs, regulators, academics and embassies.



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An official publication of:



### West 8%

Burkina Faso, Benin, Cote d'Ivoire, Gambia, Ghana, Guinea, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo

### Central 5%

Cameroon, Congo Brazzaville, Democratic Republic of Congo, Central African Republic, Gabon

### Southern 63%

Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia, Zimbabwe

### North 8%

Algeria, Chad, Egypt, Libya, Morocco, Sudan, Tunisia

### East 12%

Burundi, Djibouti, Ethiopia, Kenya, Rwanda, Tanzania, Uganda

### Other 4%

Madagascar, Mauritius, African Foreign Embassies (Europe, Asia, Australia, North America, South America), Trade Shows

## 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.

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**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

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