

AFRICA INVESTOR GUIDE 2027

MEDIA KIT & ADVERTISING RATES

Markets • Sectors • Projects • Opportunities

POSITION YOUR ORGANISATION AT THE CENTRE OF AFRICA'S INVESTMENT STORY

A premium annual publication connecting investors, CEOs, policymakers, development institutions and professional advisers with opportunities across Africa.

2027 EDITION

Advertising bookings now open

Published by the African CEO Council



The publication

The Africa Investor Guide 2027 is conceived as an authoritative annual reference for organisations seeking to understand, enter, finance and expand within African markets. It will combine economic intelligence, country and sector profiles, investible projects, executive perspectives and a practical directory of investment institutions.

Advertising in the Guide places your brand before a focused business audience at the moment investment, partnership, procurement and market-entry decisions are being considered.

Editorial proposition

- Pan-African economic and investment outlook for 2027
- Profiles of all 54 African countries
- Priority-sector analysis and investible opportunities
- Interviews with CEOs, policymakers and institutional investors
- Practical guidance on regulation, taxation, finance and market entry
- Directory of investment agencies, banks, advisers and development institutions

Why participate?

Visibility	Credibility	Connections
Reach senior decision-makers across government, finance and enterprise.	Align with an independent, practical investment reference.	Support conversations with investors, partners, clients and project sponsors.

EDITORIAL INDEPENDENCE

Advertising, sponsorship or partnership does not guarantee editorial coverage, endorsement, ranking or favourable commentary. Sponsored content will be clearly identified.

Audience and distribution

The Guide is designed for senior decision-makers whose responsibilities include investment, expansion, financing, policy, trade, and infrastructure and business development.

Core readership

- African and international investors
- CEOs, board members and senior corporate executives
- Ministries, investment promotion agencies and regulators
- Banks, private equity firms and development finance institutions
- Embassies, trade missions and chambers of commerce
- Professional advisers, consultants, lawyers and accountants
- Project developers, entrepreneurs and diaspora investors
- Universities, business schools and research institutions

Proposed launch distribution

Channel	Target	Distribution approach
Print edition	10,000 copies	Targeted complimentary and paid circulation
Digital edition	Global access	Website, email campaigns and partner networks
Executive distribution	Priority audience	CEOs, investors, missions, embassies and public institutions
Events	Year-round	Investor forums, business conferences and Council programmes

Planning note: circulation, geographic reach, partner channels and event distribution are proposed targets and will be confirmed in the final insertion order.

Priority business centres

Abuja, Accra, Abidjan, Addis Ababa, Cairo, Cape Town, Casablanca, Dakar, Dar es Salaam, Gaborone, Johannesburg, Kampala, Kigali, Lagos, Lusaka, Maputo, Nairobi, Port Louis, Pretoria, Luanda, Rabat, Tunis and Windhoek.

Overseas / International distribution

New York City, Washington D.C., London, Dubai, Davos, Geneva, Berlin, Dublin, Barcelona, Paris, Beijing, Toronto, Lisbon, Brussels, Ottawa, Tokyo, Riyadh, Moscow, Mumbai, Madrid, and Vienna.

Print advertising rates

Premium positions are limited and allocated on a first-confirmed, first-paid basis. Rates below are proposed launch rates for the 2027 edition.

Placement	Rate (USD)
Outside back cover	\$5,000
Inside front cover	\$4,250
Inside back cover	\$3,850
Opposite contents / opening spread	\$3,450
Double-page spread	\$3,100
Full page – premium section	\$2,100
Full page – run of publication	\$1,750
Half page	\$1,050
Quarter page	\$625

Enhanced visibility options

Option	Rate (USD)
Bound-in divider / section opener	\$2,700
Gatefold or special execution	From \$5,800
Directory enhanced listing	\$385
Standard directory listing	\$195

USD figures are indicative. The applicable invoice currency and exchange rate will be confirmed at booking. Rates exclude applicable taxes, production charges and agency commission unless stated otherwise.

Sponsored content and digital opportunities

Sponsored content

Format	Inclusions	Rate
Two-page corporate profile	Up to 1,000 words, images and contact panel	\$2,900
Four-page leadership feature	Interview, photography supplied by client and brand panel	\$5,000
Sector thought-leadership article	Up to 1,200 words; labelled sponsored content	\$2,300
Project showcase	Two pages with project facts and official contact	\$2,500
Country or state investment profile	Four-page sponsored investment presentation	\$5,800

Digital extensions

Format	Duration / delivery	Rate
Website leaderboard	30 days	\$580
Sponsored newsletter feature	One distribution	\$465
LinkedIn sponsored post	One post; creative supplied	\$350
Digital edition page link	12 months	\$235
Integrated digital bundle	Website, newsletter and social	\$1,160

DISCLOSURE STANDARD

All paid articles, profiles and project showcases will carry an appropriate “Sponsored”, “Partner Content” or “Advertisement” label.

Strategic partnership packages

Partnership packages combine visibility across the Guide's print, digital and stakeholder-distribution channels. Deliverables remain subject to editorial, legal and production approval.

Benefit	Lead Partner	Strategic Partner	Supporting Partner
Investment	\$19,250	\$11,550	\$6,160
Availability	1 organisation	Up to 4	Up to 10
Brand recognition	Lead attribution	Strategic attribution	Supporting attribution
Print advertising	Back cover + 4 pages	Premium position + 3 pages	2 full pages
Sponsored feature	6 pages	4 pages	2 pages
Digital campaign	12 weeks	8 weeks	4 weeks
Launch participation	6 VIP places	4 VIP places	2 VIP places
Copies	100	50	25
Category exclusivity	Yes	By negotiation	No

Custom packages are available for investment promotion agencies, governments, development institutions, banks, professional firms and major project sponsors.

Advertising specifications

Format	Trim size	Bleed size	Safe area
Full page	210 × 297 mm	216 × 303 mm	10 mm inside trim
Double-page spread	420 × 297 mm	426 × 303 mm	Keep text 15 mm from gutter
Half page horizontal	190 × 133 mm	No bleed	5 mm inside edge
Half page vertical	93 × 277 mm	No bleed	5 mm inside edge
Quarter page	93 × 133 mm	No bleed	5 mm inside edge

Artwork requirements

- Press-ready PDF/X-1a or high-resolution PDF preferred
- 300 dpi minimum for photographs and raster images
- CMYK colour mode; embed or outline all fonts
- Include 3 mm bleed on all sides for full-bleed advertisements
- Do not include crop marks inside the bleed area
- Supply logos in EPS, SVG, PDF or high-resolution transparent PNG
- All copy, trademarks, images and claims must be cleared by the advertiser

Production support

Basic artwork adaptation may be quoted separately. Copywriting, design, photography, translation and extensive corrections are not included in standard placement rates. No production work begins until the advertiser approves the written quotation.

Booking and publication terms

Stage	Requirement
Reservation	Written booking request and confirmation of availability
Confirmation	Signed insertion order or partnership agreement
Payment	70% deposit to secure placement; balance before publication
Artwork	Final approved material submitted by the stated deadline
Approval	Publisher may reject unlawful, misleading or unsuitable material
Cancellation	Charges may apply after reservation, design or production begins
Proofing	One digital proof where production services are commissioned
Publication	Placement may shift where required by production, except guaranteed positions

Important conditions

- Rates are valid for the 2027 edition and may change before a booking is confirmed.
- All prices exclude VAT, withholding tax consequences, bank charges and other applicable statutory charges.
- The advertiser is responsible for the legality and accuracy of all supplied claims and materials.
- The publisher is not liable for errors contained in advertiser-supplied artwork approved for publication.
- Editorial references, rankings and awards are not available for purchase.
- Final publication date, print quantity and distribution plan will be stated in the insertion order.

RECOMMENDED BOOKING TIMETABLE

Reserve premium positions early. Submit sponsored-content briefs at least eight weeks before the final artwork deadline and completed advertisements at least four weeks before print production.

Reserve your position

To request availability, a tailored package or an insertion order, please provide:

- Organisation and primary contact
- Preferred advertising or partnership option
- Invoice currency and billing information
- Sector or category
- Artwork status and production-support requirements

Advertising and partnership enquiries

Contact field	Details
Organisation	Africa Investor Guide 2027
Publishing association	African Council of Chief Executives, Inc.
Contact person	Abigail Stevens
Email	abigail.stevens@africanceocouncil.org
Telephone / WhatsApp	+1-646-444-8180 / 1-646-444-8182
Website	www.africanceocouncil.org / www.africainvestorguide.com
US address	African Council of Chief Executives, Inc. 208 East 51st Street, Suite 102 New York, NY 10022, USA
Africa address	African Council of Chief Executives LTD/GTE 21 Hunponu Wusu Street, Off Hakeem Dickson Road Lekki Phase 1, Lagos, Nigeria
Africa Tel/WhatsApp	+234 806 542 5974

We welcome proposals from investors, governments, investment promotion agencies, financial institutions, professional advisers, development partners and companies building Africa's next generation of growth.

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