African CEO Outlook 2027

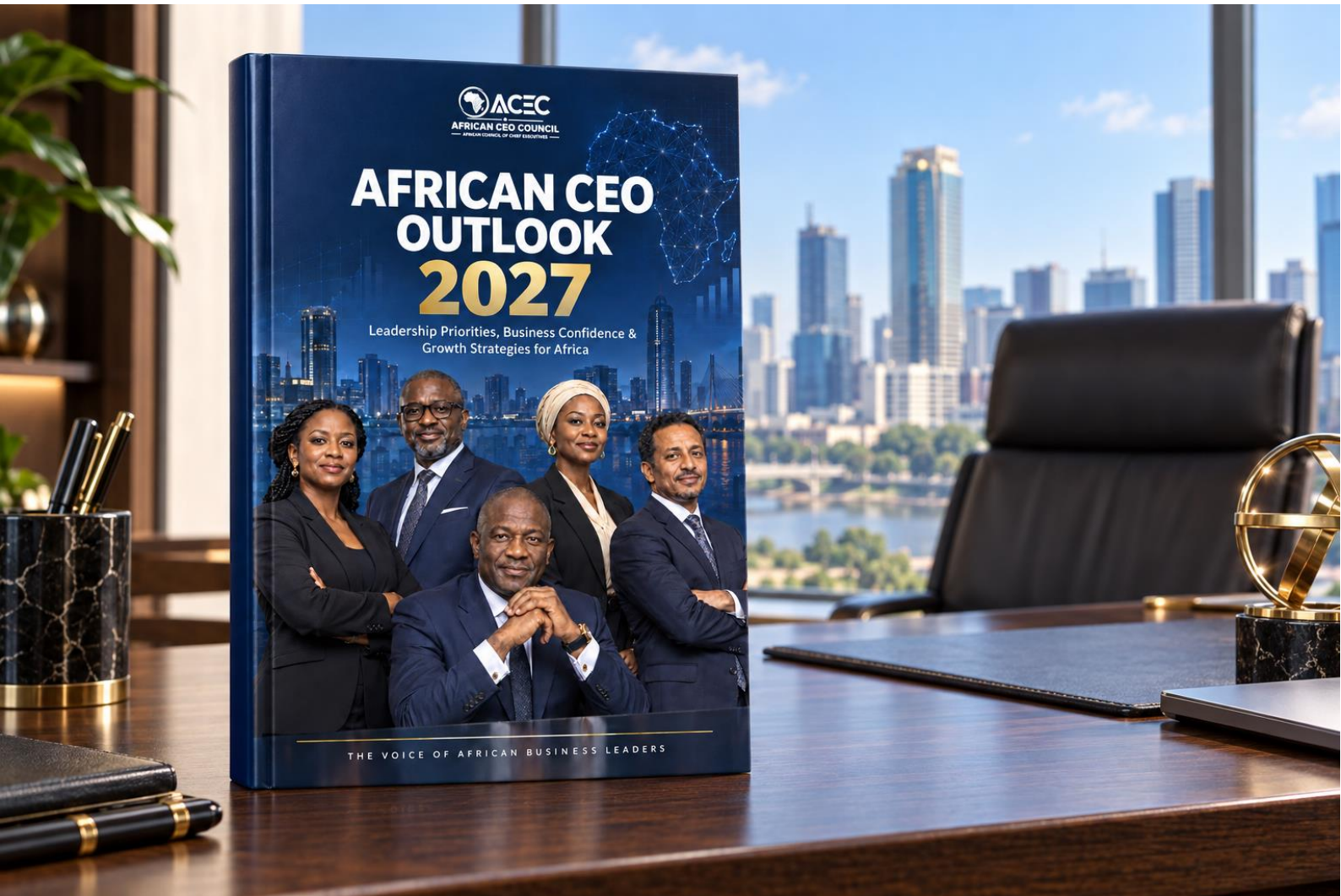
Leadership Priorities Business Confidence and Growth Strategies for Africa

Media Kit and Advertising Rate Card

Proposed publication date January 2027

Published by the African CEO Council

www.africanceocouncil.org



PUBLICATION PROFILE

About the African CEO Outlook 2027

The African CEO Outlook 2027 is the African CEO Council's flagship annual business-intelligence and leadership publication. It will present the confidence, priorities, risks, investment intentions and growth strategies of chief executives and senior business leaders across Africa.

Developed from an original pan-African CEO survey, executive interviews, regional analysis and sector research, the report will provide decision-makers with practical intelligence on Africa's economic prospects, emerging markets and executive priorities for 2027.

Principal subject areas

- Africa's economic and business outlook
- CEO confidence and investment intentions
- Intra-African trade and market access
- Access to capital for growth companies
- CEO, board and governance capability
- Digital transformation and responsible AI
- Sustainability and ESG leadership
- Regional and sector outlooks
- Talent, productivity and the future of work
- Government-business relations and policy recommendations

Publication format

Attribute	Proposed specification
Publisher	African CEO Council
Format	Premium printed report and digital edition
Research base	Pan-African CEO survey, interviews and independent analysis
Geographic scope	North, West, Central, East and Southern Africa
Proposed release	January 2027

AUDIENCE AND VALUE

Why Partner or Advertise

Participation gives selected organisations a credible platform to reach senior decision-makers while supporting original research on African enterprise, investment and economic transformation.

- Reach CEOs, board directors, investors and policymakers
- Position the brand alongside high-level African business intelligence
- Demonstrate expertise in strategically important sectors
- Communicate products, services and investment opportunities
- Build visibility across African markets
- Access selected publication, launch and digital-distribution opportunities

Target readership

Leadership and enterprise	Policy finance and influence
Chief executives, founders and business owners	Ministers and senior government officials

Leadership and enterprise	Policy finance and influence
Board chairs and directors	Commercial banks and development finance institutions
Major African and multinational companies	Private equity and venture capital firms
Professional-services firms	Investment-promotion agencies and regulators
Business and professional associations	Embassies, trade missions and development organisations
Universities and business schools	Media organisations and economic analysts

REACH AND DISTRIBUTION

Proposed Market Reach

All audience and circulation figures are proposed targets and should be described as such until confirmed.

Distribution channel	Proposed reach or application
Premium printed copies	25,000 to 50,000
Complimentary executive copies	Selected CEOs, policymakers and institutions
Digital edition	Pan-African and international circulation
Direct institutional distribution	Companies, banks, DFIs, industry events, embassies and agencies
African CEO Council network	Members, partners and programme participants
Email and newsletter distribution	Council business and executive database
Social-media promotion	LinkedIn, Facebook and X
Launch and executive briefing	Invited business and government leaders
Council events during 2027	CEO Roundtables, seminars and partner programmes
Partner distribution	Chambers, associations and knowledge partners

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 distribution

New York City, London, Washington D.C., Davos, Geneva, Berlin, Paris, Beijing, Toronto, Lisbon, Brussels, and Madrid.

PARTNERSHIP OPPORTUNITIES

Premium Research Partnerships

Principal Research Partner

US$50,000 | Limited to one organisation

- Premier recognition as Principal Research Partner
- Logo placement on selected publication and launch materials
- Full-page corporate message and premium double-page advertisement
- Eight-page clearly labelled partner insight or sponsored feature

- Technical contribution to an agreed research topic
- Senior representative considered for a launch discussion, subject to editorial relevance
- Ten executive launch invitations, fifty printed copies and twelve months of website recognition

Strategic Knowledge Partner

US$30,000 | Limited to three organisations

- Strategic Knowledge Partner recognition and selected logo placement
- Premium full-page advertisement and four-page labelled partner insight
- Senior executive considered for a relevant expert discussion
- Six launch invitations, thirty printed copies and six months of website recognition

PARTNERSHIP OPPORTUNITIES

Regional Sector and Supporting Partnerships

Category	Investment	Principal benefits
Regional Outlook Partner	US$20,000	Regional section recognition; double-page advertisement; three-page labelled perspective; four launch invitations; 25 copies
Sector Outlook Partner	US$12,500	Sector section recognition; full-page advertisement; two-page labelled industry perspective; three launch invitations; 15 copies
Supporting Partner	US$7,500	Supporting recognition; full-page advertisement; two launch invitations; 10 copies

Available regions

North Africa, West Africa, Central Africa, East Africa and Southern Africa.

Available sectors

Banking, insurance, energy, mining, manufacturing, agriculture, telecommunications, technology, healthcare, infrastructure, transport, consumer goods, hospitality and professional services.

Editorial condition

Partnership does not purchase editorial findings, rankings or independent interviews. All partner content will be clearly identified and remains subject to publication standards.

COMMERCIAL FEATURES

Sponsored Content Opportunities

Opportunity	Rate
Four-page sponsored corporate profile	US$7,500
Three-page sponsored institutional profile	US$6,000
Two-page sponsored corporate profile	US$4,500
Two-page country or investment-agency profile	US$5,000
Investment project profile	US$3,500
Sponsored thought-leadership article two pages	US$4,000

Opportunity	Rate
Sponsored case study two pages	US$4,000
Sponsored executive message one page	US$3,000

Labelling policy

Commercial features will be identified as Partner Insight, Sponsored Feature, Corporate Profile or Advertisement. Independent CEO interviews, research findings, rankings and editorial selections will not be sold.

Print advertising rates

Advertisement position	Rate
Outside back cover	US$12,500
Inside front cover	US$10,000
Inside back cover	US$8,500
Opening right-hand page	US$8,000
Section-opening right-hand page	US$6,500
Double-page spread	US$7,500
Full page	US$4,500
Half page	US$2,750
Quarter page	US$1,750
Premium bookmark or insert	From US$5,000
Supplied corporate insert	From US$4,000

ADVERTISING PACKAGES

Combined Visibility Packages

Package	Rate	Inclusions
Executive Visibility	US$10,000	Double-page advertisement; two-page sponsored profile; five copies; two launch invitations; digital hyperlink; social acknowledgement
Growth Market	US$7,500	Full-page advertisement; two-page sponsored sector or investment feature; three copies; two launch invitations; digital hyperlink
Corporate Presence	US$5,000	Full-page advertisement; one-page corporate profile; two copies; one launch invitation; digital hyperlink
Emerging Enterprise	US$3,000	Half-page advertisement; short profile; one copy; digital hyperlink; for qualifying African SMEs and growth companies

Digital opportunities

Digital opportunity	Rate

Digital opportunity	Rate
Digital-edition presenting partner	US$15,000
Sponsored report-download page	US$7,500
Website banner campaign one month	US$2,500
Dedicated partner email to approved audience	US$2,000
Sponsored newsletter placement	US$1,250
Sponsored social-media campaign	US$2,500
Executive video interview and digital promotion	US$5,000
Webinar or executive briefing partnership	US$7,500
Digital report hyperlink upgrade	US$500

LAUNCH OPPORTUNITIES

Executive Launch Partnerships

Opportunity	Rate	Selected benefits
Launch Partner	US$20,000	Prominent launch recognition; eight invitations; branded engagement area; full-page advertisement; 25 copies
Executive Roundtable Partner	US$12,500	Association with selected discussion; four invitations; session recognition; full-page advertisement; 10 copies
Networking Reception Partner	US$10,000	Reception recognition; branded materials; four invitations; full-page advertisement; 10 copies
Media and Broadcast Partner	Negotiated or in kind	Interview and event coverage; publication promotion; broadcast or digital distribution; reciprocal recognition

Institutional bulk orders

Quantity	Indicative unit price
10 to 24 copies	US$85
25 to 49 copies	US$75
50 to 99 copies	US$65
100 to 249 copies	US$55
250 copies and above	By quotation

Customised institutional copies, branded sleeves and country-specific distribution can be quoted separately.

PRODUCTION REQUIREMENTS

Advertising Specifications

Format	Specification
Full page	Trim 210 x 297 mm; 3 mm bleed; artwork 216 x 303 mm; minimum 300 dpi; CMYK; press-ready PDF; minimum 10 mm safe margin
Double-page spread	Trim 420 x 297 mm; 3 mm outer bleed; artwork 426 x 303 mm; keep important content away from the centre fold
Half page horizontal	180 x 125 mm
Half page vertical	87 x 257 mm
Digital artwork	RGB; high-resolution PNG, JPEG or PDF; embedded or outlined fonts; hyperlink supplied separately

Final production specifications must be confirmed before advertisers prepare artwork.

Proposed production schedule

Activity	Proposed deadline
Partnership campaign opens	October 2026
CEO survey launches	October 2026
Early partnership reservation	30 November 2026
CEO interview and profile confirmation	15 December 2026
Advertising-space reservation	31 December 2026
Sponsored-content submission	31 December 2026
Final advertising artwork	31 December 2026
Editorial and design completion	January 2027
Publication and executive launch	January 2027

COMMERCIAL TERMS

Booking and Payment Terms

- Bookings must be confirmed in writing through a signed booking form or partnership agreement.
- A minimum deposit of 60% is payable upon confirmation.
- The outstanding balance is due before publication or within the agreed contractual period.
- Premium advertising positions are allocated on a first-confirmed, first-paid basis.
- Production will not proceed without approved artwork and required payment.
- Rates exclude applicable taxes, transfer charges, printing customisation and extraordinary production costs.
- Advertisers are responsible for the accuracy and legality of supplied materials.
- The publisher may reject misleading, unlawful or inappropriate content.
- Cancellation charges may apply after space is reserved or production begins.
- The African CEO Council retains control of editorial findings, rankings and recommendations.

Editorial independence

Commercial participation does not guarantee editorial endorsement, inclusion in independent rankings, a favourable research outcome, selection for an independent CEO interview, a keynote or speaking position, access to confidential survey responses, or access to the Council's private membership directory.

Sponsored materials will be appropriately labelled and kept distinct from independent research and editorial content.

CONTACT

Reserve a Partnership or Advertising Position

Organisations interested in partnership, advertising, sponsored content or institutional orders are invited to contact the African CEO Outlook 2027 Secretariat.

Contact point	Details
Organisation	African CEO Council
Email	seminar@africanceocouncil.org
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Publication	African CEO Outlook 2027

AFRICAN CEO COUNCIL
AFRICAN COUNCIL OF CHIEF EXECUTIVES

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