

COPY CIRCULATION...

[Get your latest edition]

CIO is circulated through a regional vendor network and can therefore be found in leading bookstores and popular publication vending outlets.

Within an initial print-run of 8,000 copies (translating to one copy circulated among 20 ardent and decisive readers, **CIO** reaches a readership a growing readership of 160,000) within the Eastern Africa market every month. Sky remains the limit as more stories are also used online. The publication is also circulated within the region through a vendor network that also displays copies for sale during major ICT forums.

IMPACT

- **TRENDS:** **CIO** addresses IT and Business decision makers that view IT as a strategic tool to reach corporate goals and achieve ROI on corporate IT investment. **CIO** does this through a balanced mix of case studies, best practice editorials, management briefings, and a focus on the new technology trends



ADVERTISING RATES...

[Make an impact as you see & be seen]

CIO offer companies the chance to market their products and services by reaching out to the **decisive readers** in target markets across East Africa.

IMPACT

- **STRATEGIC POSITIONING:** **CIO**, a longer shelf-life copy, allows you to reach a huge number of decision makers in the Eastern Africa geographic area which translates to greater sales, more

profits and healthier bottom line. The exposure to adverts placed in **CIO** is not limited; readers have the chance to go back to your message again and again. Help in creating and producing ad copy is available. Quick turn-around helps your ad reflect the changing market conditions.

RATE CARD 2009

Prime Position	Size	x1	x3
Covers: Front	200 x 270	300,910	N/A
Covers: Front Inside	200 x 270	151,164	138,189
Covers: Back	200 x 270	160,230	145,511
Covers: Back Inside	200 x 270	143,208	134,440
Page 1	200 x 270	151,164	138,189
Page 2-10	200 x 270	93,530	86,640

Magazine size is: 200 mm x 270 mm

Display Position	Size	x1	x3
Double Spread	200 x 270	163,766	147,621
Full Page	200 x 270	87,833	79,810
Half Page	95 x 250	53,445	48,788
1/4 Page	95 x 123	32,250	26,016
Products & Services Directory		16,000	12,000

• All adverts must conform to above specs. All prices subject to additional 16% VAT



CIO JOURNAL East Africa Edition


 eDevelopment House :: 604 Limuru Road
 Old Muthaiga :: P O Box 49475 00100 Nairobi :: Kenya
 T +254 20 3741646/7 :: E-mail info@cio.co.ke


 INTERNATIONAL DATA GROUP


 african eDevelopment resource centre


 BUSINESS TECHNOLOGY LEADERSHIP

WHAT'S CIO... [ICT industry publication]

CIO is the leading journal for the Information and Communications Technology (ICT) industry in East Africa, published by **African eDevelopment Resource Centre** in conjunction with the **International Data Group (IDG)**, a world-renowned publisher with legendary brands.

IMPACT

- **COMPETITIVE ADVANTAGE:** More than ever before, ICT has become an integral part of a company's business strategy, and therefore, the CIO editions makes it possible for companies to tap into new business segments and optimize on processes shared in the publication.

WHY CIO... [Information is power! Fly with it]

CIO highlights ICT investment opportunities, intellectual property and trends of the converging technologies. Through such authoritative information, the investors get business leads and end-users make informed choices.

The publication fills in the yawning gap of sharing pertinent information on infrastructure, governance, applications and analytical news highlighting a balanced mix of case studies through best practice editorials.

IMPACT

- **CORPORATE GOALS:** Provides chief information officers (CIOs) and business executives with a better understanding of the role ICT plays in achieving corporate goals.

CIO COVERAGE... [CIO with unfolding changes]

CIO covers the ever-changing landscape of the competitive ICT sector. The publication chronicles the need and effect of changes in the once monopolized market.

The publication provides the readership an in-depth account of regulatory affairs, policy and investment issues within this fast growing sector of the economy.

By virtue of being a source of industry information with detailed analysis of and for the carriers, resellers, agents and partners, the publication also serves as a valued reference copy by students and lecturers in the institutions of higher learning.

Key editorial segments include:-

WHAT'S HOT?

The latest news on seamless communication devices and digital lifestyle, which emerge as the next big thing in the ICT industry

IN DEPTH:

News analysis on ICT business touching on regulations, computing, enterprise, Internet, networking, hardware, software and telecoms

SURVEYS:

Analytical updates on ICT service penetration, corporate governance and ethics that stand to drive the ICT sector

EVENTS:

Detailed account from ICT conferences, workshops and exhibitions

PROFILES:

Face-to-Face interviews and profile personalities as well as outstanding organizations developing the ICT industry

CIO READERSHIP... [Ever-growing circulation in growing market]

CIO circulates among the decidedly decisive industry players and opinion shapers in the ICT arena. Among the decisive readers range from existing and potential investors, chief executives, engineering consultants, industry regulators, policy makers and professionals in the education fraternity.

IMPACT

- **COMPETITIVE ADVANTAGE:** Corporate IT is no longer entrenched solely in the IT department but is moving into all departments, stepping up the requirements for the IT strategy and the IT decision-makers within organizations. The IT business magazine CIO provides target decision makers, every month, with what they need to meet these stricter requirements and to understand and realize the efficient use of IT within the enterprise.

CIO FREQUENCY... [Readers timely CIO]

CIO is published monthly. Following a growing demand it has become inevitable and indeed advisable for corporate organizations and individuals to subscribe. Those targeting to buy a copy have at least 30 days to secure the current edition. On request back copies are delivered to buyers paying upfront.

IMPACT

- **C PROVIDES INSIGHT:** CIO uses best practice editorial to illustrate the successful implementation of IT in companies, always focusing on the strategic and business aspect of ICT. Furthermore, CIO provides insight into major technological trends and management methods.

