

The AFRICAN TIMES-USA 2008-2009

The leading Africa focused news journal serving North America since 1989.

The AFRICAN TIMES-USA

Published biweekly by The African Times Publications,
wholly owned company of The African Times Holdings/USA
5155 West Rosecrans Avenue, Suite 213, Hawthorne, California 90250
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*Biweekly national news journal, in tabloid size, edited and published in the US since 1989.
Per issue circulation 86,000, with 1.6 pass-along readership -- e.g. 137,600 impressions.
Full page b/w one time national rate \$5,600 - 4 color full page, one time rate \$8,400 USD.
Ad sizes from 1/8 page and up. Publication trim size: 11-1/2"x15" with five 2" col across.*

1. PUBLISHER'S EDITORIAL PROFILE

The AFRICAN TIMES-USA, a national news journal, has become Africa's most influential publication in America. As the masthead states "*Africa's Media Voice in America, Since 1989*" reporting news and issues of Africa not covered by mainstream US and Canadian media. Editorial focus is from a pan-African perspective. Subjects cover: news, business, politics, entertainment, art, travel, food and information relevant to the African-Émigré, African-American and the Afrophile readers and communities. Special editorial attention is given to the 3 million African-Émigré and the African-Expatriates living in the US. Special features define: Africa's impact on American lifestyle and cultural heritage, business and investment opportunities, travel and tourism development and promotion.

2. KEY PERSONNEL

CEO/Founder/Editor-In-Chief - Charles Chinyere Anyiam (editor@theafricantimes.com)
Chairman/Editorial Board - Tyrone S. Johnson
Editor-At-Large - Nor Kymarac -- Contributing Editor - Mary Ellen Schultz
Travel Editor - Sylvia Frommer-Mracky (trvleditor@aol.com)
Accra, Ghana Bureau - Kafui Gale-Zoiku -- Lagos, Nigeria Bureau - Anthony C. Nzotta
Johannesburg, South Africa Bureau - Phindile Xaba

3. REPRESENTATIVES and/or BRANCH OFFICES

Africa based editorial bureau offices are in Ghana and Nigeria, with direct press relationships in most of the 53 African Union capitals.

4. ISSUE and CLOSING DATES

24 issues per year. Issue dates: 1st and 15th of each month. Closings: 10 days prior to issue date.

5. CIRCULATION

National: Single copy \$1.00. Subscription (mailed) per year \$30.00

Total	Non-Pd	Paid	(Sub)	(Single)	(Assoc.)	In-Africa	Other Overseas
85,932	4,682	81,250	62,981	18,269	-0-	1,304	216

6. CIRCULATION NOTES: Free copies are provided in the First and Business Class cabins of African airlines on their trans-Atlantic flights from US to Africa; plus the US White House, the UN Hq. Delegations, select US Government offices and select NGO offices.

Single Copy Newsstand Sales in select markets: Los Angeles, Washington DC, New York and other metro markets. Current and archival copies available at most major US universities and colleges, including on line at ProQuest/Information and Learning.

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7. CORPORATE SPONSORSHIPS of full page standing sections; Food, Sports, Entertainment, are available on semi-annual and annual basis at negotiated rates.

8. ADVERTISING RATES - DISPLAY - NATIONAL*

Full page	\$5,600	1/3 page	\$2,400
1/2 page	3,300	1/4 page	2,000
Jr. page	3,300	1/8 page	1,050

9. ENTERTAINMENT/CASINOS/TRAVEL/TOURISM - NATIONAL*

Full page	\$4,200	1/3 page	\$1,950
1/2 page	2,600	1/4 page	1,500
Jr. page	2,600	1/8 page	860

10. REAL ESTATE/DRA/BOOKS/PUBLISHERS - NATIONAL*

Full page	\$3,000	1/3 page	\$1,750
1/2 page	2,000	1/4 page	1,050
Jr. page	2,000	1/8 page	650

* Commission of 15% to Recognized Advertising Agencies

11. COLOR RATES -- 2nd color extra 25% -- 4/C full page 40% extra -- 4/C 1/2 & Jr. page 50% extra

12. LOS ANGELES LOCAL RATES - Circulation 25,000 Los Angeles County - Non-Commissionable

	<i>Automotive Dealerships</i>	<i>Entertainment Travel Agencies</i>	<i>Merchants/Restaurants Professional Services</i>
Full page	\$1,530	\$1,300	N/A
1/2 or Jr. page	1,011	860	N/A
1/3 page	543	462	\$375
1/4 page	440	374	308
1/8 page	240	204	170

13. OTHER "LOCAL" MARKETS - Rates for other than Los Angeles markets vary and are negotiated and must be approved in writing by the publisher or National Marketing Director.

14. FREQUENCY DISCOUNTS - Per contract - retroactive OK to annual anniversary date

6-10 less 10%	11-15 less 15%	16-20 less 20%	21-24 less 25%
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15. PRODUCTION REQUIREMENTS - Publication is run on web with 85 line screen.
Whenever possible forward reflective art (paste ups with veloxes in position) with repro negs.
E-mail OK via Jpeg or BMP Bitmap to: [**editor@theafricantimes.com**](mailto:editor@theafricantimes.com)

Mailing Address: **The AFRICAN TIMES-USA - Production**
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DEMOGRAPHIC PROFILE

The editorial content of The African Times attracts a variety of Africa-interest readers, each group utilizes the information we publish, news we report and the opinions we present for differing uses and purposes.

Our Readers Fit Four Major Categories:

46% African-American	28% African-Émigré & Expatriates
18% Afrophile / Euro-American	08% Business/Professional Addresses

The above percentages are imprecise; in great measure they constitute professional assumptions based on review of subscriber names, zip code data and business or organization name/addresses.

Within the consumer reader groups we have been able to conclude certain specifics useful in making media and marketing decision about The African Times. The following apply:

Men	55.7%	Took domestic trip/1 yr.	87.3%
Women	44.3%	Took foreign trip/3 yr.	44.9%
Married	50.5%	Took cruise/3yr.	19.5%
Median HH income	\$50,900	Passport ownership	34.1%
Personal income	\$39,900	Buy traveler checks/1 yr.	42.3%
College graduate	41.8%	Major credit cards	89.6%
Graduate degree*	28.3%	American Express/Gold	18.7%
Own residence	67.6%	Frequent flyer program	38.9%
Median age	38 yr.	Car one or more	90.9%
Professional/Mng	58.0%	Cars tow or more	59.1%

The typical consumer reader of The African Times-USA is solidly middle class, professional, with many owning their own businesses. They have a propensity for foreign travel; the African-Émigré and the Expatriates primarily for family/holiday travel and the African-America for leisure/holiday travel to the Caribbean and heritage travel to Africa. In this regard we have noted that there is an increase in leisure travel to West and South Africa, with a notable increase to East Africa. The Afrophile readers are frequent travelers to North, East and South Africa.

The business, professional and organizational readers are interested in the business, investment and political happenings and reports carried by The African Times. This group of subscribers, on both sides of the Atlantic are becoming more active in the US administration's new trade emphasis with Africa.

** The African-Émigré in general have a higher incidence of Graduate School Degrees, in many cases earned as "foreign students" in the US.*

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Production Specifications

Publication Size:	11.5" x 15" (trim)	
Print Live Area:	10.25" x 12.5"	
Column Width:	2" with 5 column wide page	<u>Total Inches</u>
	1 Col. 2 Col. 3 Col. 4 Col. 5 Col.	
	2" 4" 6" 8" 10"	
Full Page:	10.25" x 12.5" (non bleed only)	62.5"
Half Page:	10" (5 col.) x 6.5" horizontal	32.0"
Jr. Page:	3 Col. (6") x 10"	30.0"
	4 Col. (8") x 8.25"	33.0"
	<i>(Special 7" x 9" size can be accommodated by special request and with production dept. acceptance only!)</i>	
Third Page:	3 Col. (6") x 6.5"	19.5"
Quarter Page:	2 Col. (4") x 6.5"	13.0"
6th Page"	2 Col. (4") x 3.5"	7.0"

H/T Screen: 85 Screen (minimum)
Art Formats: Reflective (paste-up) and/or CD/Mac and/or JPG Format

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