

2012 ADVERTISING RATES

Premium Placements:

Size	Rate* (Ksh)	Rate* (USD)
Covers	235,000	2,870
Centre Spread	400,000	4,880
Inside Front Double Cover	435,000	5,300
Inside Back Double Cover	400,000	4,880
Page 2&3 Double	390,000	4,760

Main Run:

Size	Rate* (Ksh)	Rate* (USD)
Full Page	190,000	2,320
Half Page	100,000	1,220
Quarter Page	50,000	610

Special Branding Segments:

Size	Rate* (Ksh)	Rate* (USD)
Wrap-Around (Per Double Page)	60,000	730
Strip Branding (Per Page)	40,000	490
U-Branding (Per Double Page)	100,000	1,220
L-Branding	60,000	730
Footers	10,000	122

Loose Inserts:

	Rate* (Ksh)	Rate* (USD)
Minimum 5,000 Copies	50,000	610

Classifieds:

	Rate* (Ksh)	Rate* (USD)
Monthly Fee	10,000	122

Series Bookings:

Full Page	Rate* (Ksh)	Rate* (USD)
1 Issue	190,000	2,320
2 Issue	175,000	2,130
3 Issue	165,000	2,010
4+ Issue	155,000	1,890

*Rates are inclusive of Agency Commission, subject to VAT. *Exchange rates pegged at KSh82 to 1 USD.