

SOLWEZI

T O D A Y



PROFILE & RATE CARD 2021

Within your reach is an exciting communications platform which exposes business activities, products and events to the right audience. We publish Solwezi Today magazine, which highlights developments and trends in business and commerce, with a slant towards Zambia's energy and mining industry.

The award-winning Solwezi Today Magazine has a nationwide reach, with a presence in centres of commerce and industry across many business sectors.

Published monthly, the periodical appeals to high society yet communicates effectively among decision-makers and grassroots populations.

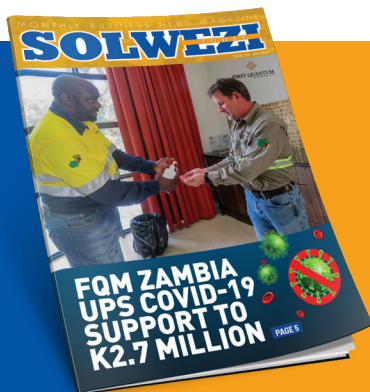
This magazine, crowned the Best Corporate Publication in Zambia by the Zambia Public Relations Association (ZAPRA) in 2015 and 2016, is a highly regarded corporate publication holding an important position in the media industry. The publication was also conferred the Most Consistent Media Award by Expo North West Zambia 2019 and got the Minister's Award in recognition of the contributions in the media spectrum.

CIRCULATION

Solwezi Today magazine, which focuses on decision-makers in the Zambian business environment, is read by more than 50,000 people per month derived from a print run of 10,000 copies. This setting gives the publication and the advertising clients optimal visibility and exposure.

The publication is distributed free to consumers across the corporate world in Zambia and beyond and can also be accessed on our website, www.solwezیتoday.com. Our print circulation also covers all avenues of work including government, corporate, community development, Zambian missions abroad, foreign missions and homes in Zambia. This alone makes it possible for your business to reposition itself at various levels and in numerous spheres.





The magazine offers coherent and user-friendly information packaged in dynamic formats that appeal to investors and members of the public, across demographics. All economic sectors and sub-sectors are featured through professional reports, analyses, previews, reviews and profiles designed to inform and inspire the reader.

The publication offers corporations a foothold as it serves to reveal and explain vital but often complex issues in trade, investment, economics and other business arena, with particular interest in the mining industry, bringing you news you can use and act on.

DEMOGRAPHICS

The following are just some of the demographics of Solwezi Today magazine:

- 60 per cent of readers are male.
- 40 per cent of readers are female.
- 70 per cent are aged between 18 and 49.
- 60 per cent of the magazines are taken off selected domestic planes and from hotel rooms.

Our readership includes middle to senior management with students and families comprising an important demographic that the magazine consistently reaches.

RATES

POSITION	RATE (US\$)
Front Page	900.00
Inside Front	850.00
Back Page	860.00
Inside Back	820.00

POSITION	RATE (US\$)
Centre-Spread	1,500.00
Inside Full Page	720.00
Half Page	575.00
Quarter Page	430.00

MATERIAL DEADLINES FOR 2021

Edition Month	Editorial	Advertising
January 2021	15 December 2020	20 December 2020
February 2021	15 January 2021	20 January 2021
March 2021	15 February 2021	20 February 2021
April 2021	15 March 2021	20 March 2021
May 2021	15 April 2021	20 April 2021
June 2021	15 May 2021	20 May 2021
July 2021	15 June 2021	20 June 2021
August	2021	15 July 2021
September 2021	15 August 2021	20 August 2021
October 2021	15 September 2021	20 September 2021
November 2021	15 October 2021	20 October 2021
December 2021	15 November 2021	20 October 2021