



EAST AFRICAN

AGRINEWS

media kit

2017

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Welcome to the East African Agrinews Magazine

The **East African Agrinews Magazine** is a quarterly agribusiness magazine, published in hard copy and PDF format by MTI Media to supplement eastafrican-agrinews.com. Eastafrican-agrinews.com is a leading and dynamic online news portal which gives real time latest news and information about the industry developments, market developments, companies and personalities of the vast East African agriculture industry reaching six nations (Tanzania, Kenya, Uganda, Burundi, Rwanda and Ethiopia). The two platforms always endeavour to bring the in-depth business aspect of this leading industry in the East African economy. The agriculture industry is one of the most important and vibrant industries of the East African economy and ranks first in terms of GDP contribution followed by mining and tourism.

The **East African Agrinews Magazine** is published quarterly and is distributed in Tanzania, Kenya, Uganda, Burundi, Rwanda and Ethiopia. Our magazine focuses on engaging the outside world and all key players within East Africa. We offer vital information on Farming techniques and technologies, Agricultural commodity markets while identifying comparative advantages within the industry. We focus on helping our readers learn how to effectively invest and participate beneficially in the agricultural sector of East Africa. We connecting non-profit organizations with the local farmers while helping the farmers learn how to access information on modern farming equipments. We support community efforts for development.

We have scholarly articles along with more personal articles, so as to balance the content of the magazine and make it more accessible to a larger audience.

Our Goals

- 1) Feature comparative advantages and opportunities throughout East Africa to our readers who are investors or are interested in becoming investors.
- 2) Share information about agricultural technologies and those technologies that support agribusiness between our readers.
- 3) Give our regional and international audience the ability to read stories written by journalists, agribusiness persons, and farmers throughout East Africa.
- 4) Promote the establishment of upper level agribusiness activities, such as commodities exchanges, storage, developing markets, etc.
- 5) Encourage the establishment of infrastructure that is necessary for agricultural development, such as transportation, irrigation, and education.

- 6) Support and encourage non-profit networks in order to share resources between farmers, the private sector and the East African governments.
- 7) Encourage liberalism and free markets by featuring articles about successful governmental practices and businesses in East Africa while bringing the attention to a positive role of the governments.
- 8) Promote a strong independent African continental networks of individuals, businesses and sovereign countries.

Our writers

Our articles come from writers located throughout East Africa. Often times the **East African Agrinews Magazine'** journalists are inside experts. But we also have many agribusiness experts who write for us. We also conducts interviews with political officials who accord us with valuable information on agribusiness investment opportunities in their respective countries. In these ways the **East African Agrinews Magazine** offers varied, reliable, knowledgeable, and valuable content which our readers can not only enjoy but also benefit from.



Quarterly Segments 2017

Throughout the year, the East African Agrinews Magazine runs special focused articles targeting specific segments within the agricultural industry. We offer our readers practical advice from leading farmers and experts and take an in-depth look at the general outlook for that specific segment

FEATURES & EDITORIAL CALENDAR

January / March 2017

1. Irrigation & water harvesting
2. Inputs and implements
3. Commodity outlook
4. Animal Feeds and supplement

Publishing Date: 22th January 2017 Material Deadline:13th January 2017

Bonus distribution at;

Agritech Tanzania expo in Arusha (26-27 Jan 2017)

African Fine Coffe Expo in Addis Ababa, Ethiopia (15-17 Feb 2017)

Agro Poultry East Africa in Dar es Salaam (24-26 March 2017)

April – June 2017

1. Agritech Tanzania 2017 Expo
2. Farm Transport, Material handling & Logistics
3. Animal Health & Livestock management
4. Alternative Energy & Power Generation
5. Irrigation & Water management

Publishing Date: 31st March 2017 Material Deadline: 24th March 2017

Bonus distribution at ;

Ethiopia Food Agro in Addis Ababa (12-14 May 2017)

Agrifex in Addis Ababa (17 May 2017)

Agritech Africa in Nairobi 14-16 June 2017

July – September 2017

1. Poultry
2. Agritech Expo, post event review
3. Small scale Farming
4. Asset Finance in Agriculture Industry
5. Conservation Farming
6. Aquaculture and fish farming

Publishing Date: 30th June 2017 Material Deadline: 24th June 2017

Bonus distribution at;

Rwanda AgroFood 2017

Jinja Agricultural Trade Show, Jinja, Uganda

Afriwood tanzania, 10-12 August 2017

October – December 2017

1. Animal Feeds & Supplement
2. Irrigation and Crop Management
3. Energy Alternatives and Power Generation
4. Farm Mechanisation
5. Poultry and livestock farming

Publishing Date: 30th September 2017 Material Deadline: 23rd September 2017

Bonus distribution at;

Food Agro Africa in Nairobi, (26-27 October 2017)



Distribution and Demographics

The **East African Agrinews Magazine** is distributed to professionals who are involved in the agriculture industry, international business, and investment in East Africa and around the world. These professionals are always looking for new ideas, products and services. With a print run of 65,000 copies per issue, the **East African Agrinews Magazine's** estimated readership per issue is over 180,000. The **East African Agrinews Magazine** is printed quarterly and is distributed in both hard copy and electronic version (E-Magazine). 40% distribution is done through corporate and individual subscription, 20% through retail outlets, the rest through agriculture expos, shows and events as well as through strategic agriculture unions and associations.

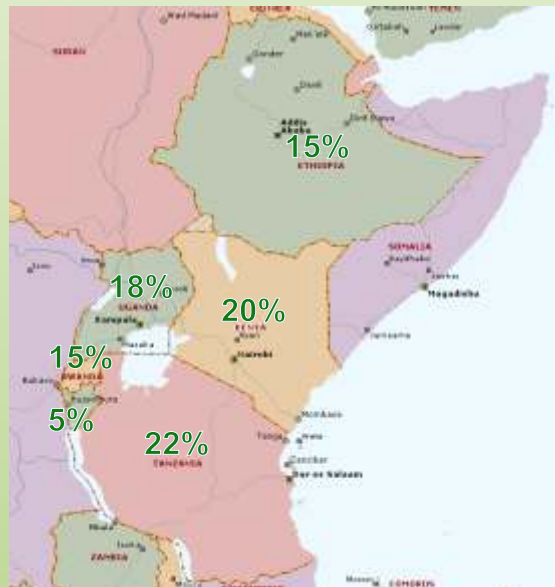
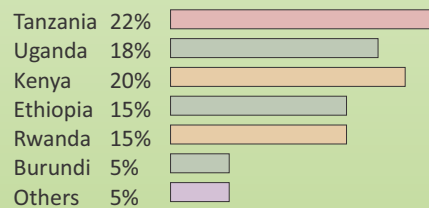
Electronic copies are sent via email to our data base of 92,500 active online subscribers. Our E-Magazines can also be accessed via our website and are more prevalent than hard copies (given the lower costs of distributing to such a wide audience via the internet). However, a large number of hard copies are printed for distribution to many small scale farmers throughout East Africa and the neighbouring countries.

The readership profile of the **East African Agrinews Magazine** is key decision makers such as CEOs, Directors, Farm owners, Government departments, Procurement Managers, Farm managers, Agronomists, Small scale farmers, Commercial farmers as well as many other professionals within the agricultural sector in the East African region.

The publication has strategic alliances and partnerships with a number of regional and international agricultural and business organisations.

Regional

Distribution Demographics



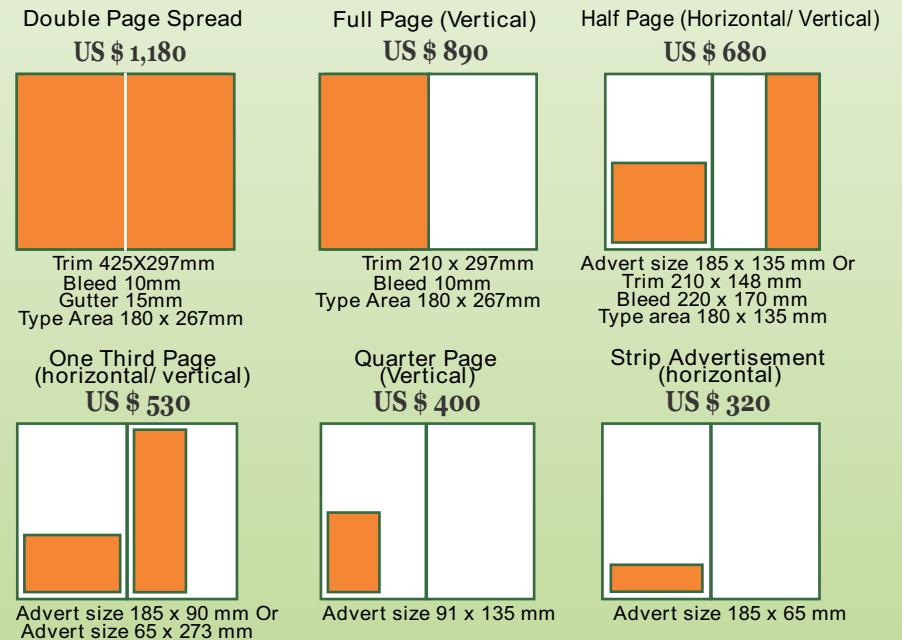
Lastly, it's our goal to see our advertisers to succeed and get valuable returns on their advertising investment in the **East African Agrinews Magazine**. Its for this reason that we always endeavor to promote our advertisers whenever we engage in meetings and other agro events with our clients, subscribers and other major players in the industry. Furthermore, when we know subscribers who would like to purchase certain products and services we happily connect them with our advertisers.



Advertising

With a large distribution database throughout East Africa and beyond when it comes to brand and product exposure the **East African Agrinews Magazine** and eastafrican-agrinews.com, the two platforms can be great tools in terms of reaching your targeted audience. Below are the available advert sizes and rates in our hard copy publication.

Advertising rates (VAT Exclusive)



NB The price is quoted at the most current exchange rate and does not include VAT and does not include agents commission.

MATERIAL REQUIREMENTS:

High resolution files in PDF, JPG or TIF format must be supplied and the resolution should be no lower than 300dpi. All graphics should be CMYK.

FREE ADVERT DESIGN IS AVAILABLE:

Requirements: High resolution logo, high resolution images and contact information in editable Word format.



UGANDA- Food crops (plantains, cassava, sweet potatoes, millet, sorghum, maize, beans, groundnuts and sesame) represent 60% of agricultural GDP, livestock 19% and export crops (coffee, cotton, tea and tobacco) 12%. Some high value crops, such as cut flowers and certain vegetables and fruits, are also being exported.

TANZANIA- More than 80% of the poor population live in rural areas and almost all of them are involved in the farming sector. Land is a vital asset in ensuring food security and among the main food crops in Tanzania are maize, sorghum, millet, rice, wheat, beans, cassava, potatoes and bananas.

KENYA- In 2006, almost 75 percent of working Kenyans made their living by farming, compared with 80 percent in 1980. About one-half of Kenya's total agricultural output is non-marketed subsistence production. Agriculture is also the largest contributor to Kenya's gross domestic product (GDP).

ETHIOPIA- Agriculture in Ethiopia is the foundation of the country's economy, accounting for half of gross domestic product (GDP), 83.9% of exports, and 80% of total employment. Grains are the most important field crops and the chief element in the diet of most Ethiopians. The principal grains are teff, wheat, barley, corn, sorghum, and millet.

RWANDA- Agriculture is the main economic activity for the people of Rwanda providing employment to about 86% of the total population. The sector contributes 47% of Rwanda's Gross Domestic Product and accounts for about 80% of the foreign earnings from the exports of the primary products of coffee, tea, hides and skins, pyrethrum and horticulture. Over 80% of the population derives their survival from sector. Rwanda's key agricultural crops include coffee, pyrethrum, tea, cinchona, flowers, beans, cassava and sweet potatoes, finger millet, ground nuts, sorghum, banana, Irish and sweet potatoes, rice, wheat, bananas, sugarcane and simsim among others.

Coffee is one of the most important cash crops in Rwanda playing a major role in the livelihoods of many people in the country. In Rwanda about 500,000 households depend on coffee production and the country's coffee is exclusively Arabica which accounts for 98% and Robusta 2%

BURUNDI- Coffee and tea exports comprise the majority of foreign earnings; coffee alone accounted for 39 percent of exports of goods in 2004. Agricultural exports accounted for 48 percent of exports in 2004. Principal crops for local consumption are manioc, beans, bananas, sweet potatoes, corn, and sorghum.

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