

African Energy
Week 2024

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4 - 8 November 2024

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MAKING
SUSTAINABILITY
HISTORY
BY 2030

African Energy

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 **energyinvestor**
MAGAZINE

Media Kit | 2025

founder's note...



Welcome to Energy Investor. A stylish, sophisticated, and substantial multi-platform energy media brand. It is both a practical and authoritative guide to the business of Africa's energy industry. What's more, it's a sharp and entertaining platform for intelligent industry leaders who aim to **improve energy access on the continent.**

Our print publications are a game-changer for partners and audiences alike. This magazine connects with the most influential and hardest to reach energy leaders in the world: intelligent, cultured, discerning high net worth individuals who become a members of our exclusive community.

What We Do:

VIP Executive Interview Series
Energy Investor Magazine
Employability in Energy Report
Special Reports

Miriro Matema | Chief Editor
Energy Investor Magazine



Powering Africa's Energy Future — With the World's Most Influential Decision-Makers

why us...



We help leaders and partners connect, engage and evolve with measurable, meaningful results. Merging demographic and behavioural data, **we target the audiences you want to reach.**

Guaranteed Visibility Among Decision-Makers

Our curated, invite-only circulation reaches the hardest-to-access boardrooms in energy.

Exclusivity & Prestige

We don't sell on newsstands. Our magazine is delivered directly to the desks of the most influential leaders in African energy.

Bespoke Brand Integrations

We offer custom editorial, co-branded VIP video content, and interactive campaigns aligned with your strategic goals.

"We live in a world gone mad, if you don't have buzz and heat around your brand, you aren't relevant"



distribution...



Energy Investor magazine and VIP Interviews cater to a network of individuals whose strong purchasing power is complemented by a deep understanding of the choices available to them.

As such, our magazine pages remain printed on exceptional paper and, in an era of formulaic content production, our stories and design are original. We integrate multimedia formats to bring our partners to life.

We connect your brand with:

Energy Ministers + Secretaries-General
National Oil & Gas Company Executives
C-Suite Leaders in Oil, Gas, Nuclear, and Renewables
Multilateral Investment Institutions + DFIs

5,000
PRINTED

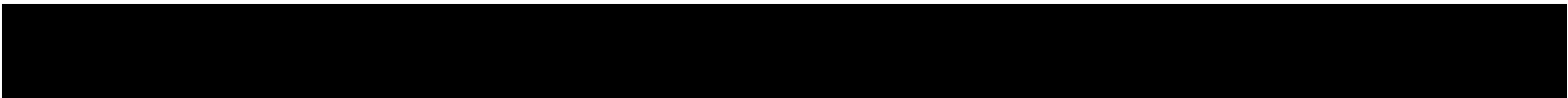
6 **issues per year**

- Age: 35–60
- Location: Pan-African with global reach (US, UK, UAE, China, Norway)
- Gender: 72% Male, 28% Female
- Education: 92% hold postgraduate degrees
- 85% sit at board or C-suite level
- 68% control or influence procurement decisions

Source: 2025 Energy Investor Africa Audience survey of 971 respondents



magazine rates...

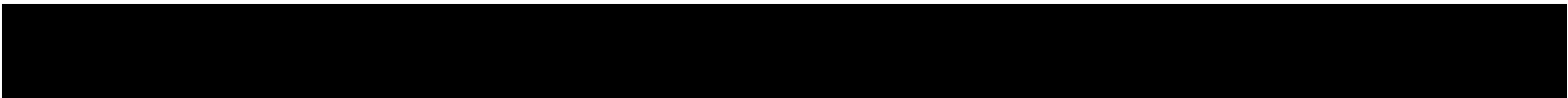


SP	DPS	IFC DPS	IBC	OBC
USD\$2, 150	USD\$3, 650	USD\$4, 350	USD\$2, 500	USD\$2, 950

Prices exclude VAT and agency commission.



podcast rates...



Impact Partner	Alliance Partner	Trade Exchange Partner
USD\$9, 500	USD\$7, 000	To be discussed

Rates are per conference, and cover up to 20 filmed interviews



Powering Africa’s Energy Future — With the World’s Most Influential Decision-Makers

February

AUDACIOUS

We celebrate the audacious projects and investments made to improve energy access in Africa. We'll share a series of in-depth conversations to chronicle those influential leaders who are driving change in Africa's energy transition and making a significant impact.

AD SPACE CLOSE: December 6
DISTRIBUTED: January 28

August

SUSTAINABILITY

In this issue, we examine the intersection of energy and sustainability, uncovering strategies that prioritize environmental stewardship without compromising economic growth. Through case studies and expert insights, we highlight how Africa is pioneering renewable energy solutions, reducing carbon footprints, and fostering resilient ecosystems.

AD SPACE CLOSE: July 17
DISTRIBUTED: Aug 29

April

GOVERNANCE

In this issue, we look into the intricate web of governance shaping Africa's energy landscape. Through thought-provoking interviews and analysis, we spotlight policymakers, regulators, and visionaries championing transparent, inclusive, and sustainable energy systems.

AD SPACE CLOSE: February 11
DISTRIBUTED: March 25

October

MEGATRENDS

This issue takes a deep dive into the megatrends reshaping global and regional energy dynamics. From digitalization and decentralization to geopolitical shifts and emerging technologies, we uncover the forces driving change and explore their implications for Africa's energy sector.

AD SPACE CLOSE: August 19
DISTRIBUTED: September 30

June

IN THE PIPELINE

This issue offers an exclusive look at the transformative projects currently shaping Africa's energy sector. From groundbreaking infrastructure to innovative partnerships, we explore the opportunities and challenges ahead.

AD SPACE CLOSE: May 23
DISTRIBUTED: June 27

December

LEGENDS

In this celebratory issue, we honor the legends who have left an indelible mark on Africa's energy journey. Through compelling stories and personal reflections, we pay tribute to trailblazers, innovators, and leaders whose legacies continue to inspire the next generation of energy pioneers.

AD SPACE CLOSE: October 21
DISTRIBUTED: November 25

DOUBLE PAGE SPREAD

- Trim Size: 420 mm (width) x 297 mm (height)
- Bleed: Add 3 mm on all sides, making the total size 426 mm x 303 mm
- Safe Zone: Keep all critical content at least 10 mm inside the trim edges

SINGLE PAGE SPREAD

Trim Size: 210 mm (width) x 297 mm (height)

Bleed: Add 3 mm on all sides, making the total size 216 mm x 303 mm

Safe Zone: Keep all critical content at least 10 mm inside the trim edges

HORIZONTAL HALF PAGE

- Trim Size: 210 mm (width) x 148.5 mm (height)
- Bleed: Add 3 mm on all sides, making the total size 216 mm x 154.5 mm
- Safe Zone: Keep all critical content at least 10 mm inside the trim edge.

VERTICAL HALF PAGE

- Trim Size: 105 mm (width) x 297 mm (height)

- Bleed: Add 3 mm on all sides, making the total size 111 mm x 303 mm

- Safe Zone: Keep all critical content at least 10 mm inside the trim edges





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