CIO AFRICA

MEDIA KIT

PRODUCTS & SERVICES 2022

A: eDEVELOPMENT HOUSE
604 LIMURU ROAD OLD MUTHAIGA
P.O BOX 49475 00100 NAIROBI, KENYA
T: +254 725 855 249
E: INFO@CIOAFRICA.CO

CIO AFRICA

MEDIA KIT

PRODUCTS & SERVICES 2022

@CIOAFRICA @CIO_AFRICA | WWW.CIOAFRICA.CO

INTRODUCTION

CIO AFRICA

KEY MEMBERS

Harry Hare | Chairman and Publisher

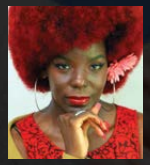
Over 3-decades experience in tech publishing, events execution, investments, and research in Africa. Regular commentator on tech trends in the region, advisor on tech policy and strategy in both private sector and government.

Andrew Karanja | Director

As the Director, CIO Africa, Andrew has watched the brand grow over the years and for the past decade With a background in events management and marketing, Andrew has steered CIO Africa from a regional publication to a continental one.

Aliza Thobani | Commercial Director

Aliza has over 13 years' experience in business development, market strategy and lead generation. Specialising in developing and implementing commercial strategies for businesses, primarily in the B2B and B2B2C tech environment(s), by understanding the value drivers of the business and identifying profitable commercial opportunities to drive revenue growth and market share.



Carol Odero | Editor in Chief

A multiple award-winning journalist, Carol has 15 years' experience in journalism across TV and print. The former lawyer has an MA in Communications and Journalism, The University of Nairobi. She has worked with some of East Africa's leading publications. She is a widely read columnist in the Sunday Nation and the brains behind the Most Influential Women in Tech, an annual CIO Africa List that celebrates Women in Technology. She has fused her media experience to become the first female Editor-in-Chief at CIO Africa.

Ellen Magembe | Events Lead

With over a decade of experience in event management, Ellen is responsible for running a range of events, both physical and virtual, ensuring the audience is engaged and the message of the event is marketed properly. With a background in Communications and Marketing, she opens the line of communication between clients, customers, and businesses to get projects done.

Naomi Kangethe | Operations and Talent

It's all about people; understanding their needs, expectations and roles; and give them resources, transparency, and candid feedback. My goal is inspiring the company to invest in HR tech. These systems help drive a consistent employee experience with the goal of recruiting and retaining the best talent, reaffirm productivity helping organisations achieve their goals. Currently pursuing International Premier Diploma in HR Management, Cambridge International College, UK, Naomi's focus is on HR principles, methods and technologies to improve company productivity.

Our Niche

ABOUT US

Communicating your value proposition to tech buyers is not easy. Understanding whom to target, crafting the right story and connecting through the right channels are all critical steps. Our deep domain expertise and first-party relationships with the most important tech buyers and influencers make us uniquely positioned to help you identify targets and tailor your marketing efforts across the tech buyer ecosystem. No matter the topic or distribution platform, our team is committed to producing the highest-quality content and user experience that resonates with your customers and moves them to actions. Leverage our relationships to amplify your message with tech buyers and get your sales team ready for deeper conversations.

We look forward to working with you to maximize your investment in our products and programs.

Why CIO Africa

WHO WE ARE

CIO Africa is a trusted and dependable voice, that creates quality content to generate knowledge, trust and deep relationships with our community.

We know that the way buyers evaluate technology purchases has changed dramatically and this is why our content is so valuable for those looking to make a purchase.

We use our assets to bring your brand, products, and services closer to your potential buyers. We understand the environment and context, and this, matters.

Products and Services

Magazine

Whitepaper

Custom Publishing

Events

- ***Product Awareness***
- ***Branding***
- ***Leads Generation***
- ***B2B | B2C***

Summits

Forums

Webinar Series

CIO Events Services

Events

- ***Product Awareness***
- ***Branding***
- ***Leads Generation***
- ***B2B | B2C***

CIO Africa Online

CIO Africa Digital Edition

Social Media Marketing

Podcast Series

Email Marketing - CIOMailer

Editorial Newsletter

Digital – Product Awareness

- ***Product Awareness***
- ***Branding***
- ***Leads Generation***
- ***B2B | B2C***

Virtual Events OnAir

Virtual Roundtable OnAir

CIO Studio Shoot OnAir

Production

- ***Product Awareness***
- ***Branding***
- ***Leads Generation***
- ***B2B | B2C***

Editorial

Objectives: Product Awareness | Branding | Leads Generation
Target Audience: B2B | B2C
Target Function: CIO | IT Director | Head of IT

Quality content drives engagement. CIO Africa's editorial capabilities will help you position your brand, product and/or service as a leader to your potential customers.

Editorial Assets

Magazine

The CIO Africa Magazine is a trusted and targeted resources for Chief Information Officers (CIOs) and other senior IT and business leaders. The publication provides these important decision-makers with the information they need to lead their organizations into the digital-first age. The magazine delivers original, in-depth reporting on the issues impacting technology leaders today, tomorrow and years from now.

General Specs:

Circulation:	Subscription:	Frequency:	Edition:	Size:
9000	60%	Monthly	11 p.a	A4

Whitepapers/Case Study

Peers are ranked as the top resource relied on at every stage of the purchase process. And case studies rank among the top information types relied upon at every stage of the purchase process. Put that together and case studies provide invaluable peer-to-peer credibility and showcase your solutions in your customers' context. These programs let you use case studies as the foundation which to build a relationship with your potential customers. This is a perfect asset for Leads and Demand Generation.

General Specs:

Format:	Size:	Distribution:	Guaranteed Leads:	Content:	Production:
pdf	4-page Custom Contnt	Posted on CIO Africa Assets	150 Over 90-days	Custom + Customer	6 weeks

Custom Publishing

We use our editorial capabilities to tailor your marketing message to help you educate customers and prospects throughout the technology buyer's journey. Paired with our lead generation programs across CIO Africa's digital assets, the custom high-value content will position your brand as the leading solution for your customers.

General Specs:

Format:	Size:	Distribution:	Guaranteed Leads:	Content:	Production:
pdf	10-page Technology Brief	Posted on CIO Africa Assets	200 Over 90-days	Custom	6 weeks

CIO AFRICA

@CIOAFRICA @CIO_AFRICA | WWW.CIOAFRICA.CO

9,000

Print Run

45,000*

Circulation

**Each copy is read by an average 5 people*

12,000

Digital Subscription

4,000

Print Subscription

MAGAZINE RATES +VAT

ITEM	PRICE
Inserts	USD $2,700.00
Cover Wraps	USD $3,350.00
Cover promotions	USD $2,400.00
Belly Band	USD $2,950.00
Product Review	USD $1,100.00

PRINTED ADVERT RATES +VAT

ITEM	SIZE (W+H)	PRICE PER EDITION
Inside Page	200x270mm	USD $1,992.00
Back Cover	200x270mm	USD $2,112.00
Inside back	200x270mm	USD $1,992.00
Double Spread	400x270mm	USD $2,508.00
Full page	200x270mm	USD $1,884.00
Half page	174x122mm	USD $1,080.00
Quarter page	174x84mm	USD $672.00

CONTENT +VAT

PRODUCT	PRICE
Custom articles (400-600 words)	USD $1,350.00
Custom Magazine (20-40 pages)	USD $10,700.00
Custom Inserts Magazine (4-8 pages)	USD $4,000.00
Whitepaper (1000 words)	USD $2,800.00

Events

Objectives: Product Awareness | Branding | Leads Generation | Networking
Target Audience: B2B
Target Function: CIO | IT Director | Head of IT

CIO Africa events provide the ultimate immersive experience surrounding a variety of critical topics that attract and engage the industry's most influential tech decision-makers. These interactive events provide attendees with the opportunity to hear from spectacular speakers, access world-class content, and network with their peers and solution providers.

Summits + Forums

CIO Africa Summits provide a deep dive on key technologies that are being implemented by businesses across Africa today. The insights based content driven events are a combination of technical workshops, business briefings, presentations and panel discussions, and one-on-one networking between sponsors and conference participants.

Format:
Workshops,
One-on-one,
Presentaions
Panel Sessions

Duration:
2-days
(Forum 1 day)

Target:
Audience:
C-Level B2B

PAX:
120-150

Delivery:
Virtual -
Hybrid

Webinar Series

Webinars rank very high as content used during the tech purchase process, so this offering packs twice the punch. They provide additional context to your marketing assets and allow the participants to make an immediate connection with your brand. The 60-minute webinar will be branded and marketed as client-sponsored, featuring a CIO Africa moderator and the client's supplied speaker.

General Specs:

Format: Presentation & Panel Sessions

Duration: 60 Min

Target: Audience: C-Level B2B

PAX: 40-70

Delivery: Virtual

CIO Events Services (CES)

Events provide the peer interaction needed for the IT community to do their job effectively. CIO Event Services (CES) allow you to create your own, turnkey event that best fits your marketing goals. Whether you're looking for lead generation, relationship building, test messaging or market intelligence gathering - our custom events let you lead discussions with the IT decision-makers you need to reach. Think of CES as an extension of your internal team that will organize an event with your objectives in mind.

Format: Workshops, One-on-one, Product Launches, Panel Sessions

Duration: Client Needs

Target: Audience: C-Level B2B

PAX: 70-100

Delivery: Virtual - Hybrid

Production Time: 6 Weeks

27%
Financial Services

10%
Manufacturing

14%
Government

15%
Healthcare

10%
Hospitality

13%
Education

7%
Transport & Logistics

4%
Agriculture

ATTENDEE SENIORITY

CIOs	IT Directors	Heads Of IT	CISOs	IT Managers	CEOs	CFOs	CMOs
25%	15%	14%	9%	10%	9%	7%	11%

41
Number of Events

1
In - Person

40
Virtual

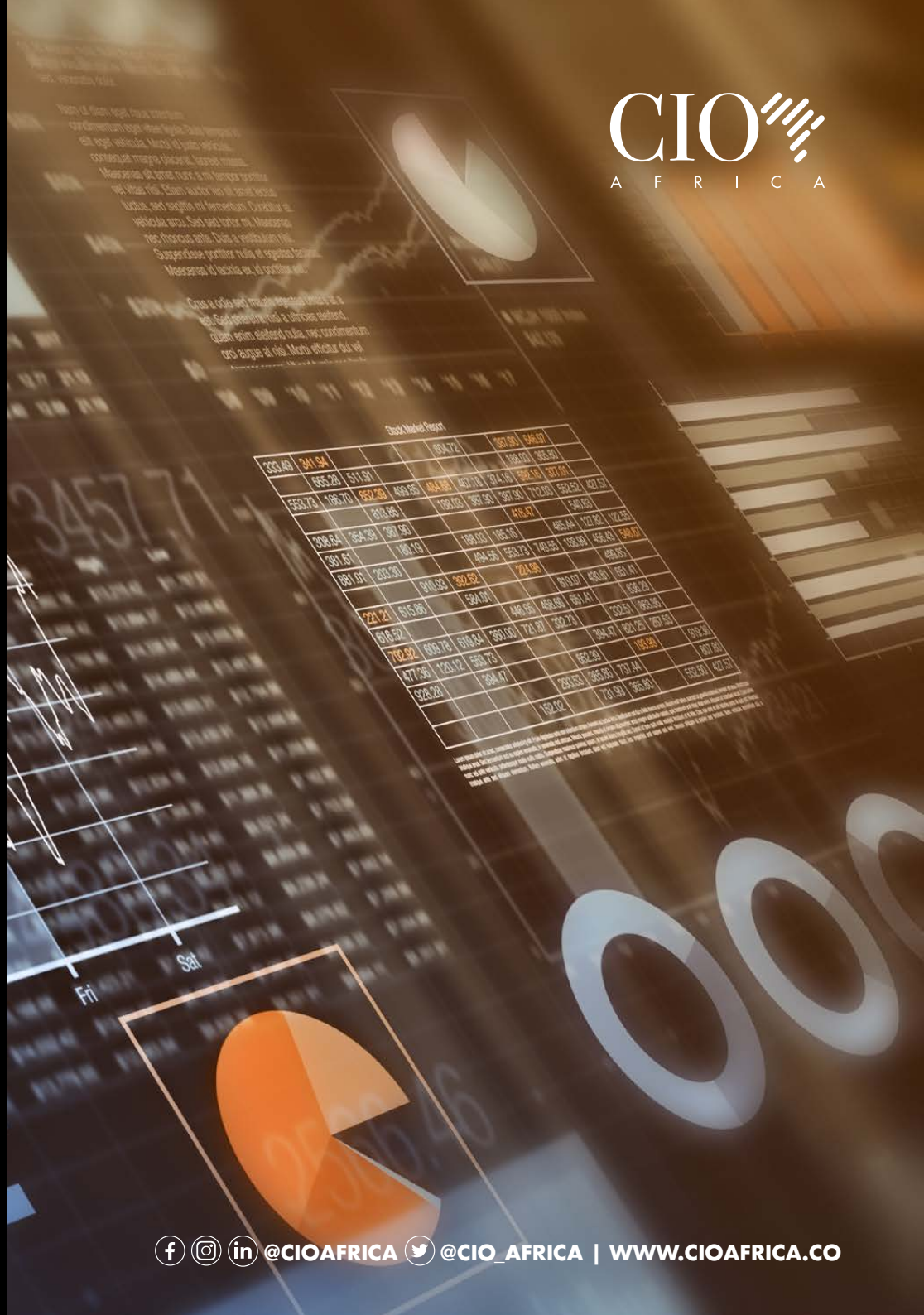
5,347
Total Attendees

7,638
C-Level Audience Reached

20k
Total Engaged Audience

CUSTOM EVENTS +VAT

ITEM	PRICE
Roundtable workshops (20pax) (Co-sponsored)	USD $10,000.00
Roundtable workshops (40pax) (Co-sponsored)	USD $15,000.00
Regional Exclusive Executive Events (20pax)	USD $12,000.00
Regional Exclusive Executive Events (40pax)	USD $15,000.00
Local Exclusive Event (40pax)	USD $12,500.00



Digital & Online

Objectives: Product Awareness | Branding | Leads Generation | Networking
Target Audience: B2B
Target Function: CIO | IT Director | Head of IT

CIO Africa Online

The ever-fresh website is a one-stop shop for enterprise CIOs and business technology executives across the continent the world searching for unparalleled peer insight and expertise to remain on the cutting edge of business, tech and leadership. The site delivers original, in-depth reporting on the issues impacting technology leaders today, tomorrow and years from now.

General Specs:

Unique Users:	Page Views:	Sessions:	Viewability	Click-thought Rate (CTR):	Average session Duration
779,100	2,337,300	906,154	60%	2,7%	00:02:01

CIO Africa PartnerZone

Leverage our reach by publishing and your content on a branded page right where your customers come to seek solutions for their business requirements.

CIO Africa Digital Edition

The CIO digital magazine PDF provides insight on the emerging trends that C-level executives need to watch more closely as well as offers real-world examples of how IT departments are deploying products, services, and methodologies.

General Specs:

Circulation: Infinite

Distribution: CIO Africa Assets

Subscription: 100%

Frequency: Monthly

Edition: 12 p.a

Size: A4

Other Feature: Interactive, links, Mobile first

Social Media Marketing

The role of CIO Africa is simple. We ensure your business aims and objectives are reflected in your social media strategy. To do that, we create engaging social media content across platforms that are important to your market. Success needs to be measured and long-term goals set.

General Specs:

Social Audit: Auditing all your social media pages against all your competitors.

Inclusion: Creation of a social media strategy

Social Media Strategy: Identifying unique strategies for your campaigns

Contents Calendar: Come up with content and a campaign calendar

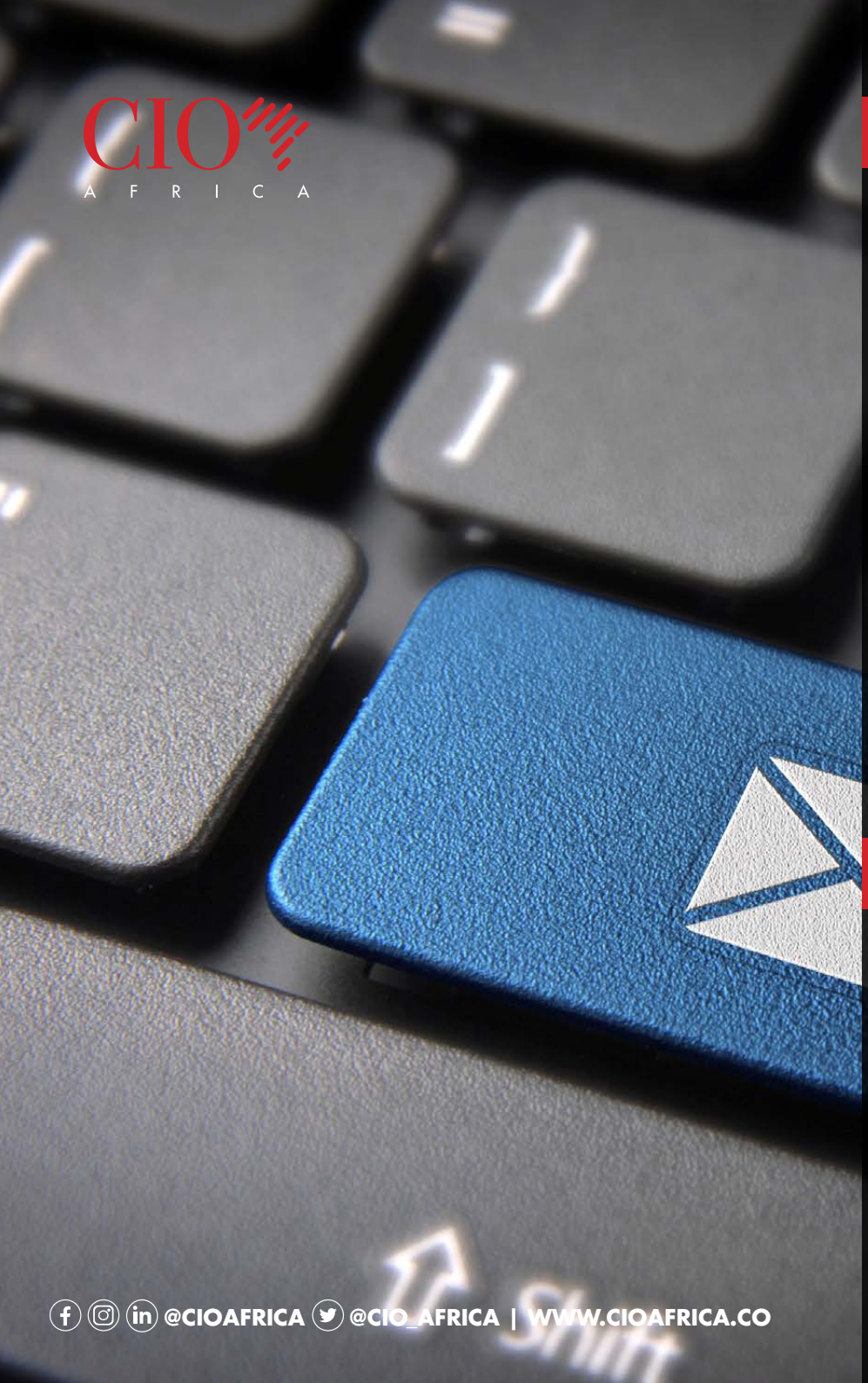
Content Design: Designing both motion and static graphics

Trending: Monthly Reporting

Asset	Avg Impressions	Avg Engagement
Linkedin	402,907	5.%
Twitter	220,000	4.5%
Facebook	9,108	2.1%
Instagram	2,113	1.15%

CIO AFRICA

@CIOAFRICA @CIO_AFRICA | WWW.CIOAFRICA.CO



Podcast Series

Podcasts provide listeners with personal, easy to consume information on the go. This on-demand technology is conducive to the fast-paced work culture of IT decision-makers and with the episode structure, your target market will continue to return and be engaged throughout the series. The Podcast Series from CIO Africa provides content strategy and project management to deliver five episodes aimed at establishing thought leadership.

General Specs:

Length: 5 episodes: each 10-30 min in length
Content: Content strategy and alignment to marketing pillars/objectives
Inclusive: Includes audio production and recruitment of host and speaker
Inclusive: Design, production
Promo Opportunity: Pre/Mid/Post Episode
Distribution: Integration and co-branding across CIO Africa social channels
Marketing: 3 month social media advertising campaign (SMartads) driving to podcast series/episodes
Promotion: Five (5) 250 word custom blog posts; one (1) per episode with podcast embedded
Production: Dedicated Team

Email Marketing – CIOMailer

CIOMailer is a digital messaging service that helps your business communicate personally, reliably, and automatically via email, SMS, and voice broadcasting to one of the most difficult audiences to reach...senior IT Leaders.

General Specs:

Delivery Rate: 95%

Open Rate: 27.5% -40%

Click through Rate: 6.1% -15%

Database: 20k+

Frequency: 4 per Month

Editorial Newsletter

Leverage CIO Africa's trusted B2C newsletters to get your organization's message noticed through contextually relevant sponsorships. Send your message directly to the inbox of our avid and loyal audience, who have opted-in to receive consumer technology news.

General Specs:

Headline: 30-75 characters w/spaces

Frequency: 3 per Week

Reporting: Reach, Open, Open rate, Click, Click rate

Format: Banner Image 1200x800 pixels

Delivery Rate: 95%

Open Rate: 27.5% -40%

Click through Rate: 6.1% -15%

ONLINE ADVERTS +VAT

ITEM	MODEL	1 WK USD$	2 WK USD$	PER/MO
Top page banner	Tenancy	AVAILABLE ON REQUEST		
Right Side	Tenancy			
Skyscraper	Tenancy			

SOCIAL MEDIA +VAT

PRODUCT	PRICE
Co-branding Social Media Channels	USD $1,100.00
Live Event Tweets (per event)	USD $11,100.00
Sponsored Tweets/posts (per event)	USD $25.00
Sponsored blogs	USD $1,100.00
Live blogs	USD $1,100.00

CIO AFRICA

@CIOAFRICA @CIO_AFRICA | WWW.CIOAFRICA.CO

Studio

Objectives: Product Awareness | Branding | Leads Generation | Networking | Launch
Target Audience: B2B | B2C
Target Function: ALL

Virtual Events

CIO Africa Virtual Events combine our technology and content expertise, professional event hosts, and first-class recruitment practices with your message and goals for the ultimate online experience. Network with our senior IT and security audiences as they navigate the "event" in a virtual environment and deepen relationships with those invested in your topic.

General Specs:

This turnkey solution lets you select the content formats, networking engagements and registration goals, including:

Main Lobby (Main): introduce the audience to the experience and create a branding of environment
Auditorium: host "Keynote content" and videos live (and available on-demand)
Product Stations/Virtual Booth: showcase your product demos, branded resources, panel conversations, and sales engagement
Directory Hall: encourage peer-to-peer networking
Networking Room: generate conversations and engagement

Virtual Roundtable – ONAir

Virtual Roundtables are your most effective way to engage in a two-way conversation with an intimate group of ten prospects and customers, recruited by CIO Africa audience generation team. Your topic selection allows attendees to self-select based on their interests so you can engage in an active dialogue with people who have a vested interest. As the sole sponsor, the environment provides for in-depth conversations, candid feedback, and peer-to-peer networking.

General Specs:

Duration: 60min
Content & moderation Services: Professional editorial moderation, ongoing editorial guidance, and support, client-supplied speakers
Platform & Production: experienced producer, all production logistics, customer service, and support
Co-branded Promotion: Standard promotion to engage 10 participants ITDM, Dir+, company size 300+, All industries

CIO Studio Shoot – ONAir

Bring your content strategy to life and explain your perspective or complex technologies through a variety of interactive video programs. This simple style video showcases a client supplied interview subject, spokesperson or expert. A CIO Studio Shoot is a multi-camera shoot with no b-roll shot in a CIO Africa Studio.

General Specs:

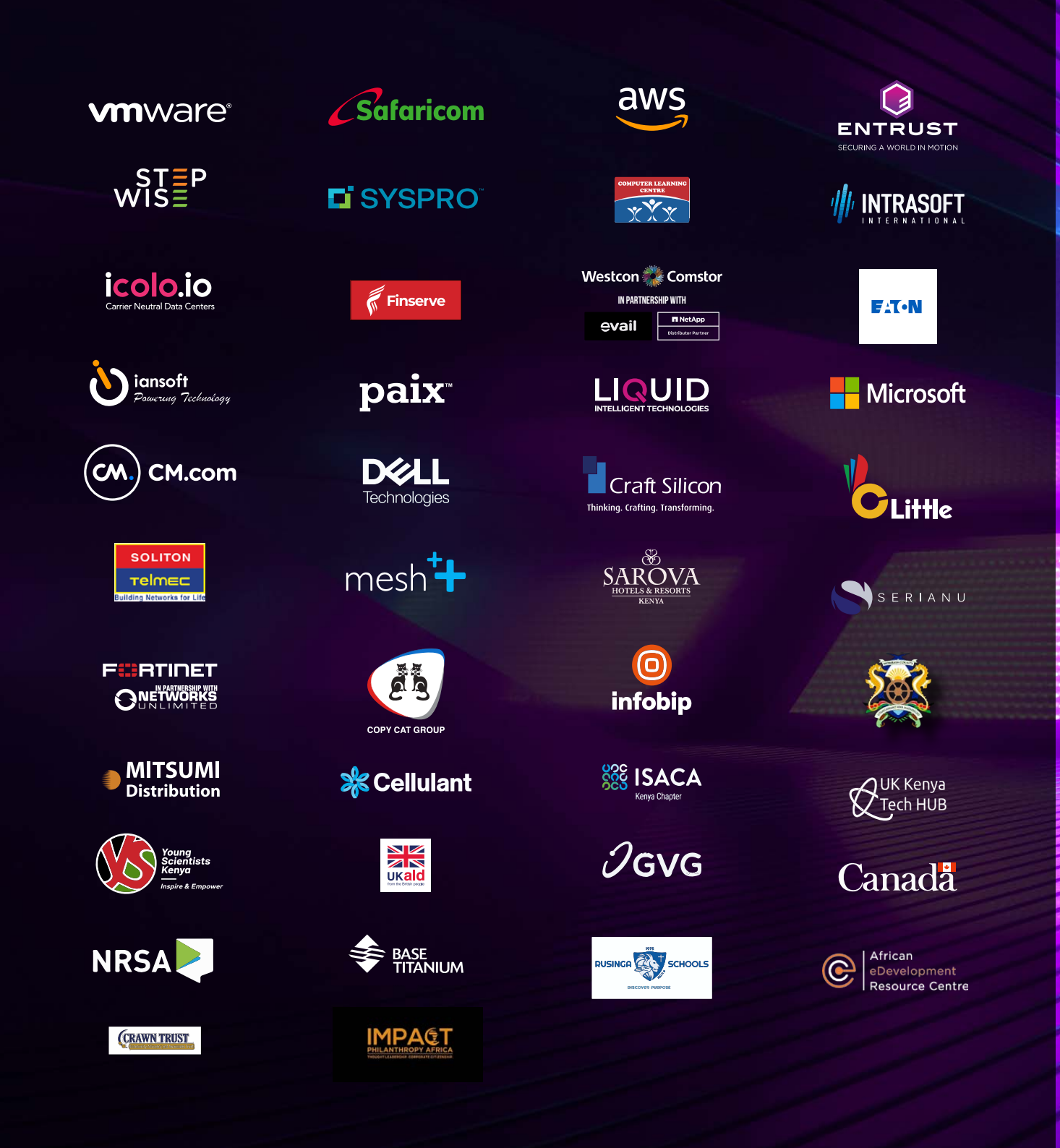
Multi-camera shoot
Light graphics included if applicable
No b-roll
Includes discussion guide
Stock music included
External talent is extra

CIO AFRICA

Research

Are you looking to get inside the minds of IT decision-makers, or get a deep dive into marketing trends? Well, you have found the right spot. We've compiled media and tech insights all together in one place – just for you!

Clients



CIO AFRICA

CIO AFRICA

FOR MORE INFORMATION CONTACT:

events@Cioafrica.co | marketing@cioafrica.co

editorial@cioafrica.co | sales@cioafrica.co

studio@cioafrica.co