



MEDIA KIT

PRODUCTS & SERVICES 2022

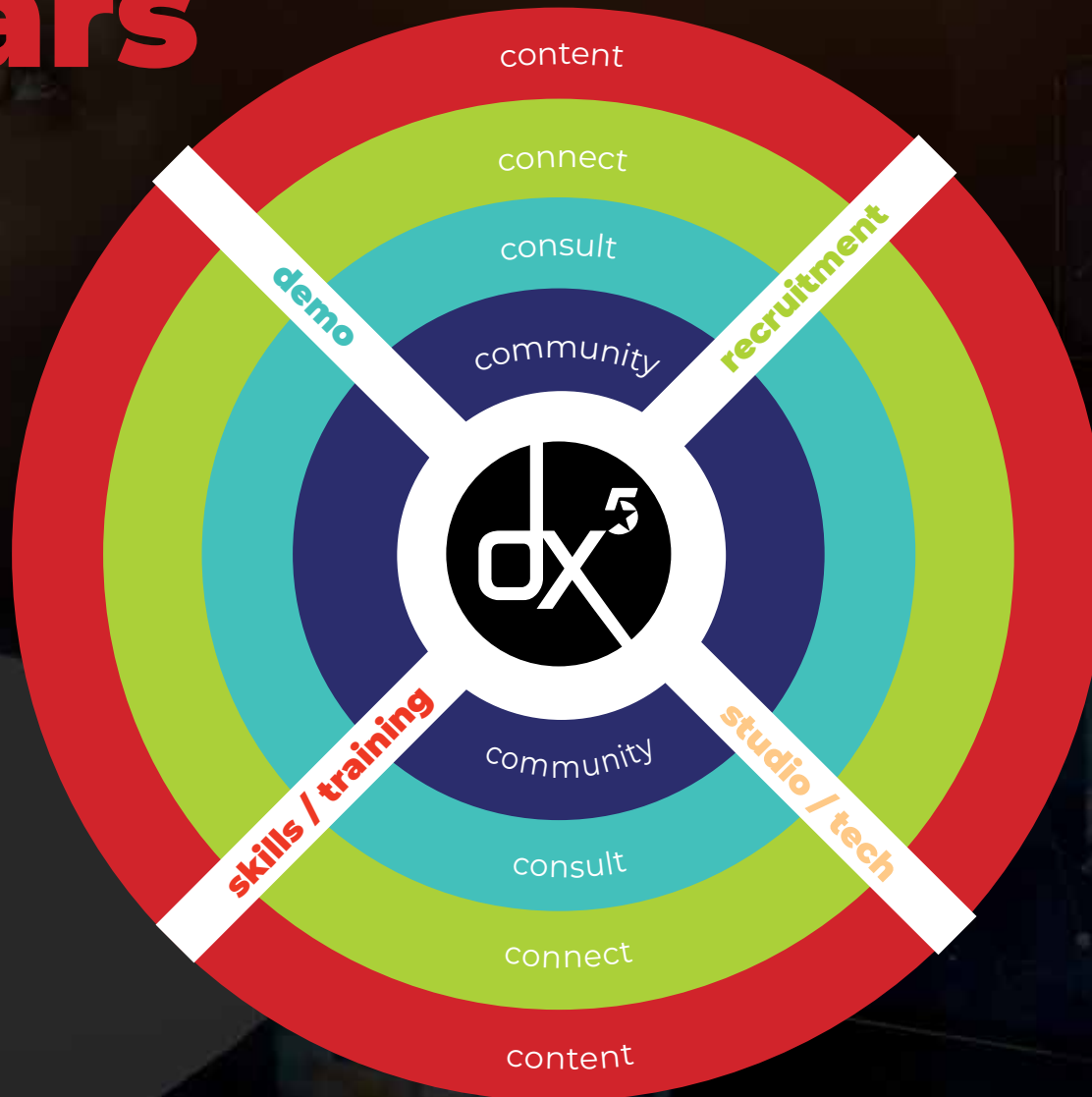
📷 🌐 🐦 @dx5ve 📺 @dx5group | www.dx5ve.com

Your African engagement partner



- Kenya
- Rwanda
- Uganda
- Nigeria
- Ghana
- South Africa
- Tanzania
- Ethiopia
- Egypt
- Morocco

our pillars



dx⁵
FORMERLY
CIO
AFRICA

dx⁵ executives

HARRY HARE - CHAIRMAN AND CHIEF CONTENT DIRECTOR



Harry Hare is the Chairman and Chief Content Director at Dx⁵. He's the founder and the Executive Director of Kenya-founded DEMO Africa, a launchpad for emerging technologies and trends on the continent. He's also the Co-founder and Director of the African eDevelopment Resource Centre; Co-founder and Director of the Events Management Solutions. Harry has 25 years of experience in the tech industry.

KELLY BENTLEY - CHIEF EXECUTIVE OFFICER

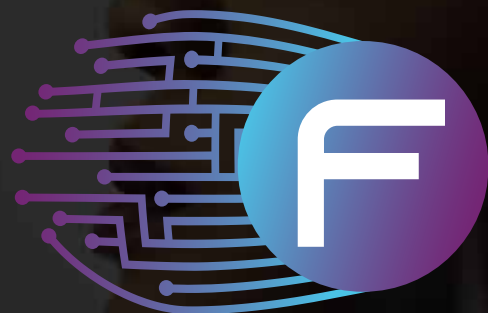


Kelly Bentley was co-founder and Chief Rebel at The Rebel Element, business optimisation and stakeholder engagement specialists. The Rebel Element recently merged with CIO Africa to form dx⁵ a pan-African organisation focused on facilitating digital transformation across the continent. As CEO of dx⁵, Kelly is focused on partnerships and the organisation's unique human-centric engagement model. Passionate about building a value-driven engagement platform for technology leaders across the continent, Kelly focuses on the human element and specialises in enabling optimisation and building awareness, collaboration, and trust to safeguard long-term loyalty and sustainable business growth.





This is the premium flagship event for CIO Africa every year. Sponsorships at CIO100 are aimed at providing brand visibility and the opportunity to network with IT leaders. Innovatively packaged sponsorship opportunities can extend to a range of interactive and effective engagements with the region's most sought-after CIOs. Leverage on some of these opportunities to position your brand, drive thought leadership, make new contacts and identify great leads for the new year.



THE AFRICA FINTECH SUMMIT



ox⁵
FORMERLY
CIO
AFRICA

Over the past decade, fintech firms have leveraged technology, innovative cultures and access to data and advanced analytics to transform the financial services ecosystem. While the success of individual fintech firms varied widely, the solutions have impacted payments, infrastructure, distribution, access to financial services and components of sustainability. The Africa Fintech Summit congregates professionals in the financial services sector in Africa. Here, they explore trends and share insights on the next big thing in fintech, making it a fertile ground to position banking and financial services products and solutions.

our events

THE YEAR
AHEAD ▶▶

Cloud
& SECURITY
SUMMIT

The Africa
SACCOTECH
FORUM

dx⁵
FORMERLY
CIO
AFRICA

F THE AFRICA
FINTECH
SUMMIT

dx
golf tour

AFRICA
MARTECH
SUMMIT

AFRICA
INDUSTRY 4.0
FORUM

THE AFRICA
GOV
SUMMIT

AFRICA
INSURETECH
FORUM

AFRICA
HOSPITALITY
FORUM

dx⁵
hernovation

dx100
SYMPOSIUM & AWARDS

Who We are



Operating:
13 years



Locations:
Nairobi & Johannesburg



Staff:
35 Individuals



dx⁵ formally 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



Summits



Forums



Webinar Series



CIO Events Services



dx⁵ formerly CIO
Africa Online



dx⁵ formerly CIO Africa
Digital Edition



Social Media
Marketing



Podcast Series



Email Marketing
- CIOMailer



Editorial
Newsletter



Virtual Events
OnAir



Virtual Roundtable
OnAir



CIO Studio Shoot
OnAir



Editorial

Objectives: Product Awareness | Branding | Leads Generation

Target Audience: B2B | B2C

Target Function: CIO | IT Director | Head of IT

Quality content drives engagement. dx⁵ formally 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 dx⁵ formally 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:
9000



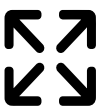
Subscription:
60%



Frequency:
Monthly



Edition:
11 p.a



Size:
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:
pdf



Size:
4-page
Custom
Contnt



Distribution:
Posted on
dx⁵ formally
CIO Africa
Assets



Guaranteed Leads:
150 Over
90-days



Content:
Custom +
Customer



Production:
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 dx⁵ formally CIO Africa's digital assets, the custom high-value content will position your brand as the leading solution for your customers.

General Specs:



Format:
pdf



Size:
10-page
Technology
Brief



Distribution:
Posted on
dx⁵ formally
CIO Africa
Assets



Guaranteed Leads:
200 Over
90-days



Content:
Custom



Production:
6 weeks





9,000

Print Run



45,000*

Circulation

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



12,000

**Digital
Subscription**



4,000

**Print
Subscription**

Events

Objectives: Product Awareness | Branding | Leads Generation | Networking

Target Audience: B2B

Target Function: CIO | IT Director | Head of IT

dx⁵ formally 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

dx⁵ formally 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,
Presentations
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 dx⁵ formally 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



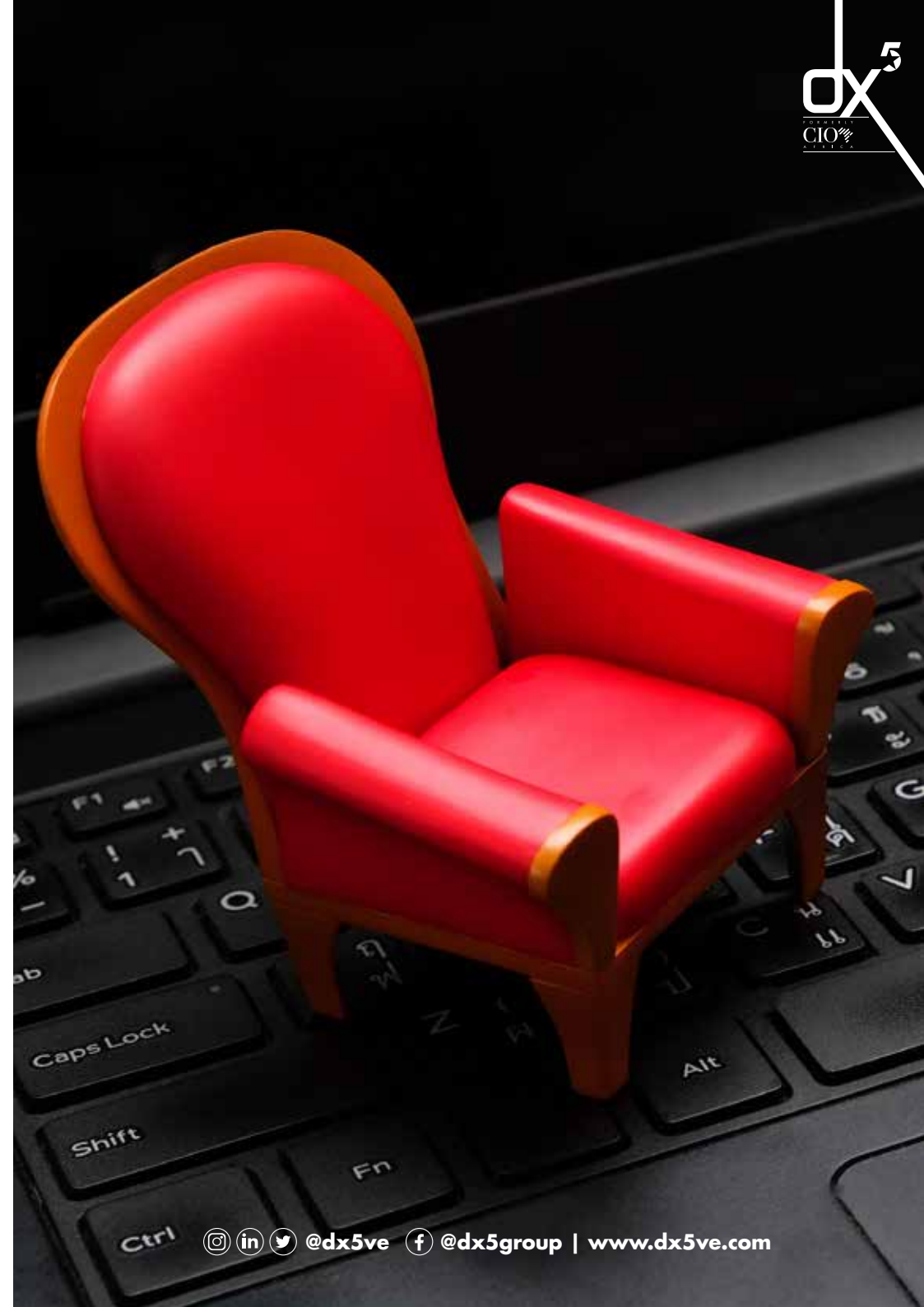
PAX:
70-100



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%

Digital & Online

Objectives: Product Awareness | Branding | Leads Generation | Networking

Target Audience: B2B

Target Function: CIO | IT Director | Head of IT

dx⁵ formerly 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:
779,100



Page Views:
2,337,300



Sessions:
906,154



Viewability
60%



Click-thought Rate (CTR):
2,7%



Average session Duration
00:02:01

dx⁵ formerly 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.

dx⁵ Digital Edition

The dx⁵ 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:
dx⁵ formally
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 dx⁵ formally 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%



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 dx⁵ formally 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 dx⁵ formally 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 dx⁵ formally 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			



Studio



Objectives: Product Awareness | Branding | Leads Generation | Networking | Launch

Target Audience: B2B | B2C

Target Function: ALL

Virtual Events

dx⁵ formally 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 dx⁵ formally 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 dx⁵ Studio Shoot is a multi-camera shoot with no b-roll shot in a dx⁵ formally 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

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!

vmware®

Safaricom

aws

ENTRUST
SECURING A WORLD IN MOTION

sage

SYSPRO™

COMPUTER LEARNING
CENTRE

INTRASOFT
INTERNATIONAL

icolo.io
Carrier Neutral Data Centers

Finserve

Westcon Comstor
IN PARTNERSHIP WITH
evail NetApp
Distributor Partner

EATON

iansoft
Powering Technology

paix™

LIQUID
INTELLIGENT TECHNOLOGIES

Microsoft

CM. CM.com

DELL
Technologies

Craft Silicon
Thinking. Crafting. Transforming.

Little

SOLITON
telmeC

mesh+

Infoblox

SERIANU

FORTINET
IN PARTNERSHIP WITH
CISCO NETWORKS
UNLIMITED

COPY CAT GROUP

infobip



MITSUMI
Distribution

Cellulant

ISACA
Kenya Chapter

UK Kenya
Tech HUB

Young Scientists
Kenya
Inspire & Empower

UKaid
United Kingdom

IGVG

Canada

NRSA

BASE
TITANIUM

RUSINGA
SCHOOLS
RECOVERY PROGRAM

African
eDevelopment
Resource Centre

CRAWN TRUST

IMPACT
PHILANTHROPY AFRICA

Axiz

viadex

Clients



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