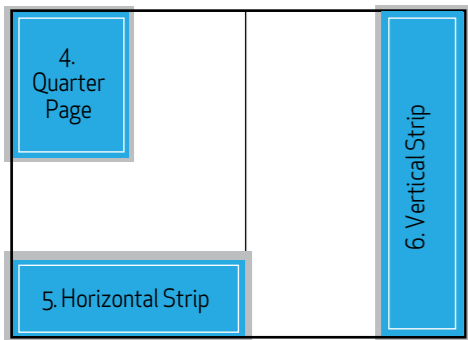
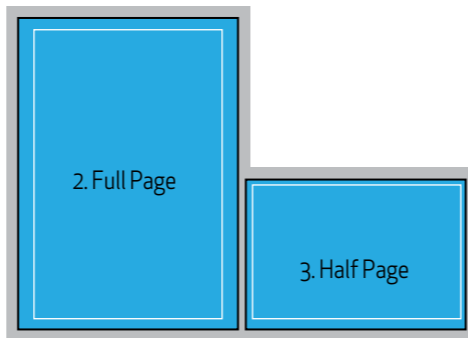
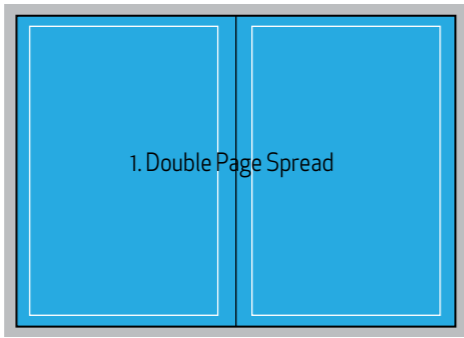
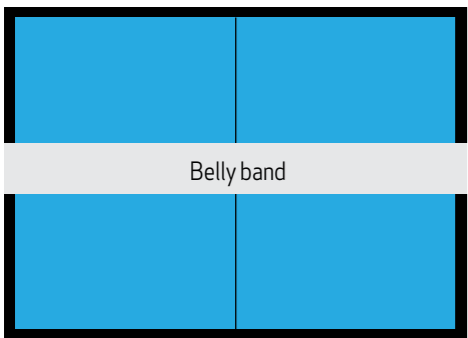




Media Kit
2015

Dimension Cards & Ad Rates



Advertising space	Trim Size (w x h / mm)*	Bleed Size (w x h / mm)*	Type Area (w x h / mm)*
1. Double Page Spread	420 x 297	430 x 307	180 x 277 (x2)
2. Full Page	210 x 297	220 x 307	180 x 277
3. Half Page	210 x 143.5	220 x 153.5	180 x 133.5
4. Quarter Page	105 x 143.5	115 x 153.5	85 x 133.5
5. Horizontal Strip	210 x 65	220 x 75	180 x 55
6. Vertical Strip	70 x 297	80 x 307	40 x 277

* **Trim Size** is the actual size of the ad as it will appear in the mag and its indicated by the black line

* **Bleed Area** is the safety margin extending beyond the trim size and is indicated by the blue area outside the black trim line

* **Type Area** is the boundary that all text should be inserted in and is indicated by the white line in the diagrams

Ad Rates

Standard Positions

Cover Page	GHC 12,000
Front Cover (Inner)	GHC 2,400
Back Cover (Inner)	GHC 2,400
Any Page Inside	GHC 1,800
Half Page	GHC 1,200
Quarter Page (V/H)	GHC 850
Back Cover	GHC 3,000

Special Positions

Belly Band	GHC 1,800
Inserts (loose)	GHC 1,000

Discounts

2 Editions	5% Discount
3 Editions	10% Discount
4 Editions	15% Discount

NOTES

Bleed:	Allow 5mm for all bleed edges
Format accepted:	PDF .AI .INDD .JPEG
Min Resolution:	300 dpi

Trim Do not place text within 5mm of edge
Prices shown are VAT and NHIL **EXCLUSIVE**

Final payments are to be made not more than two (2) weeks after the submission of an invoice and copies of the magazine.

SPECIAL ADVERTISING OPTIONS

HR Focus Magazine offer custom advertising options, giving you the opportunity to present more detailed information about your products and services.

Our quarterly spotlights highlight specified key personnel within your organisation or your organization as a whole. Sponsorship is in the form of a token amount of GHC 4,000 or commitment to advertise (full page) for four (4) editions.

You can also place the personnel or organization on the cover of the magazine for an amount of GHC 12,00.00

The **HR Focus** is a free magazine published by Focus Digital a subsidiary of L'AINE Services. It is the first and only Human Resource magazine in Ghana.

Superior Editorial & Design Standards

HR Focus gives you excellent and quality-packaged information in the form of feature articles, insightful personality and business spotlights, articles on current HR and business trends as well as a balanced mixture of diverse human resource issues called the HR Mélange.

Advertise in the HR Focus magazine and reach corporate Ghana and those seeking to be a part of it. HR Focus has a wide readership of over 18,000 and everyone reading HR Focus could be reading about you!

Why HR Focus?

Extensive circulation among corporate workers, students and jobseekers in Accra, Kumasi and Takoradi

Highly targeted distribution to HR directors, HR managers, HR executives, CEOs and key business decision makers.

Personally addressed and distributed to the desk of each subscriber.

With our fully independent and first-rate editorial and design team, the editorial and design quality of HR Focus is always assured.

Circulation

A multi-channel distribution strategy is employed. Controlled circulation ensures that copies are directly delivered to individual CEOs, HR Directors, HR Managers, Marketing Directors & Heads of Corporate Affairs in Accra, Kumasi and Takoradi.

Subscribers from the different regions in Ghana and all over the world (most notably UK, USA, Canada and India) have their



copies directly mailed to them. Free copies of the magazines can also be pick up at the following places:
Silverbird Lifestyle Bookshop (Accra Mall)
EPP Bookshops (Accra, Kumasi, Cape Coast) Kingdom Books
L'AINE Offices (Tema, Adabraka, Kumasi, Takoradi)

Total Circulation: 3,000

Readers of the HR Focus magazine range from corporate workers, students and jobseekers in Ghana and all over the world.

HR Focus can either be read as a print version or a digital version which is available for downloading at the HR Focus website or facebook.

Readership = Circulation x 'pass on' rate
= 3,000 x 10 copies
= 30,000 readers



Scan and visit
Our website on
www.hrfocusmagazine.com

The **MM Focus** is an integrated marketing and communication magazine with relevance to the marketing, communication, advertising/media landscapes.

The publication entails, among other things, advert analyses, product and service analyses, news on marketing activities and technology, reports and spotlights of top marketing and media executives.

The publication's objective is to promote high professional standards in the fields of marketing & media, gain recognition for the professions as well as promote the study and practice of modern marketing and communication strategies.

As an advertiser, you will be exposed to a rare captive audience the magazine is circulated to, including the high pass-on rate and shelf life that this magazine of



A multi-channel distribution strategy is employed.

Controlled circulation ensures that copies are directly delivered to individual CEOs, Marketing Directors, Marketing Managers, Marketing Practitioners, Heads of Corporate Affairs, Brand Managers, Sales Managers, Creative Directors, Media Strategists, Media Planners, Media Buyers and Advertising Agents in Accra, Kumasi and Takoradi.

A thousand (1000), copies are distributed to registered members of the Chartered Institute of Marketing, Ghana (CIMG)

Subscribers from the different regions in Ghana and all over the world have their copies directly mailed to them.

Copies of the magazines can also be obtained

at the following places:

Silverbird Lifestyle Bookshop (Accra Mall)

EPP Bookshops (Accra, Kumasi, Cape Coast, Takoradi)

Selected Fuel Station Shops across the nation (Baatsona Total and Goli)

Golden Tulip Hotel, Alisa Hotels

Challenge Enterprises

University of Ghana, Legon, Takoradi Polytechnic

L'AINE Offices (Tema, Adabraka, Kumasi, Takoradi)

CIMG Secretariat

TOTAL CIRCULATION: 2,000

Readers of the MM Focus magazine range from corporate workers, students and jobseekers in Ghana and all over the world.

$$\begin{aligned}\text{READERSHIP} &= \text{Circulation} \times \text{'pass on' rate} \\ &= 2,000 \times 10 \text{ copies} \\ &= 20,000 \text{ readers}\end{aligned}$$

Focus Digital has an innovative and forward-thinking publishing unit that is committed to creating books that educate, inspire and entertain. It is equipped with the latest desktop publishing programmes; young, dynamic and innovative professionals combined with an array of techniques, all to suit every requirement.

The combination of high standard, flexible pricing, prompt delivery and a secure privacy policy ensures we remain the preferred choice.

Publishing includes the stages of the development, copy editing, graphic design, production – printing, marketing and distribution.

We publish books and brochures for individuals. Some of the books published by Focus Digital include Soft Skills, All about Interviews, Marriage Works, Why are you Here? Celebrating Commander Awuku, and others.