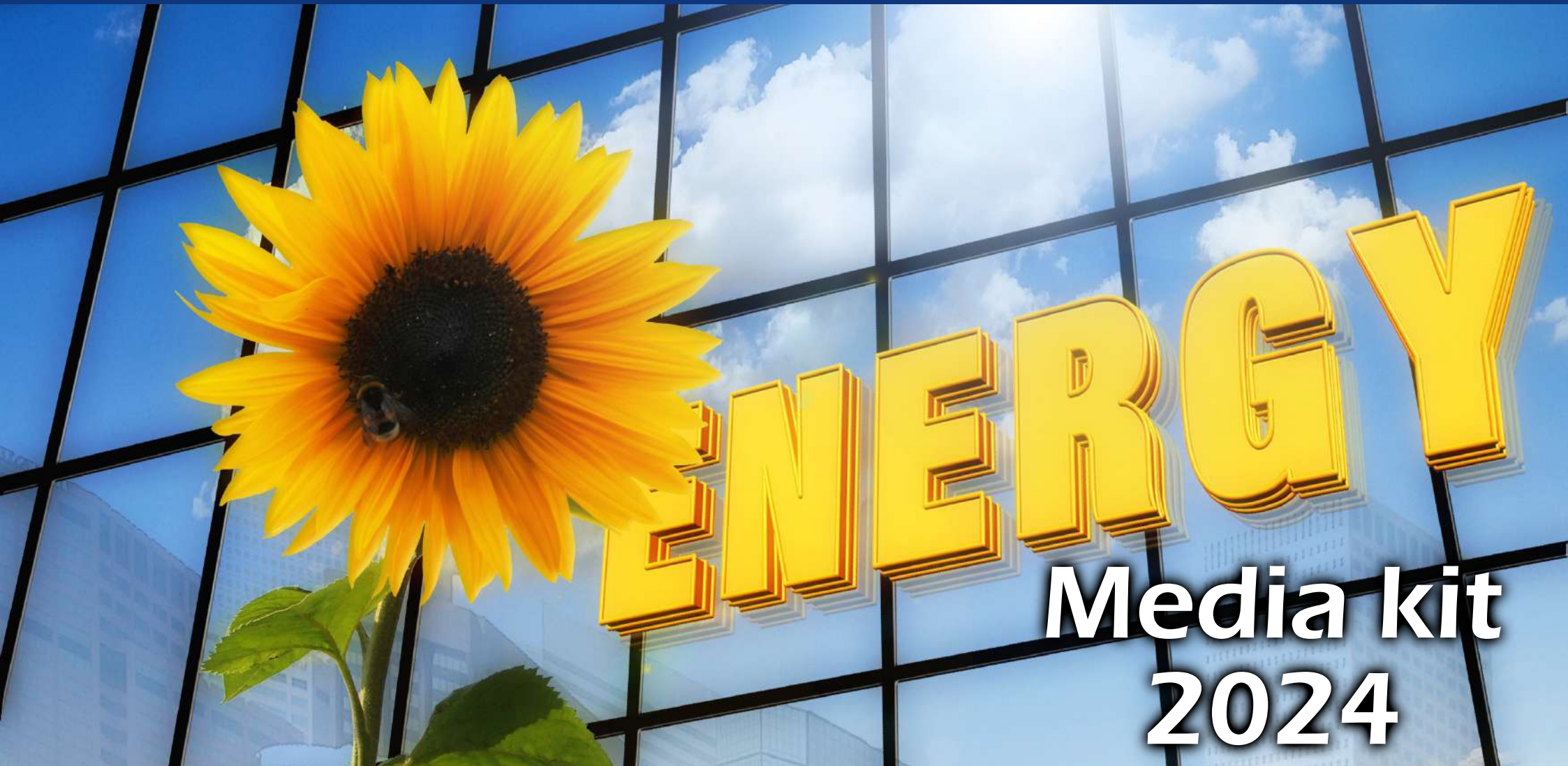


SOLAR ENERGY AFRICA

- Online
- Print



**Media kit
2024**

About Us

SOLAR ENERGY AFRICA

Solar Energy Africa is a leading and premier magazine which stands as a beacon of enlightenment in the realm of renewable energy across the vast and diverse landscape of Africa. Our publication is dedicated to promoting and advancing the utilization of solar energy across the African continent. Our mission is to serve as a comprehensive platform that informs, educates, and inspires individuals, businesses, governments, and organizations about the immense potential and benefits of solar energy in Africa. Our vision is to facilitate the widespread adoption of solar energy solutions throughout Africa, fostering sustainable development, energy security, and environmental preservation.

Our magazine, distributed across Africa, boasts a print run of 8,800 copies. Solar Energy Africa Magazine, boasts an impressive subscriber base, with a thriving community of 48,000 engaged readers. These dedicated subscribers span across the continent, eagerly anticipating each issue for its wealth of insights, updates, and innovations in the realm of solar energy. With a diverse readership, the magazine serves as a pivotal resource, enlightening professionals, enthusiasts, and policymakers alike on the transformative potential of solar power in Africa's sustainable development journey. We are a quarterly publication.

KEY OBJECTIVES

Education and Awareness: We aim to educate the public about the advantages of solar energy, dispel myths and misconceptions, and raise awareness about its feasibility and affordability.

Industry Insights: Solar Energy Africa provides in-depth analysis, market trends, and insights into the solar energy industry in Africa, offering valuable information to investors, policymakers, and stakeholders.

Promotion of Innovation: We highlight innovative technologies, projects, and initiatives driving the advancement of solar energy in Africa, encouraging creativity and entrepreneurship within the sector.

Networking and Collaboration: Facilitating networking opportunities and collaboration among industry professionals, researchers, policymakers, and stakeholders to foster partnerships and knowledge exchange.

Advocacy and Policy Support: Solar Energy Africa advocates for supportive policies, regulations, and incentives that promote the growth of the solar energy sector and address barriers to adoption.



DISTRIBUTION

Subscription Services: We offer subscriptions for individuals and businesses interested in receiving the magazine regularly. This includes both print and digital subscription options.

Newsstands and Retailers: We partner with newsstands, bookstores, and other retailers to carry physical copies of our magazine for pick by interested readers.

Trade Shows and Conferences: We attend relevant trade shows, conferences, and events related to solar energy and distribute copies of the magazine to attendees.

Online Platform/Website: We have a dedicated website for the magazine where visitors can read articles online, click banners, subscribe, and download digital versions of the magazine.

Email Newsletter: We developed newsletters to engage subscribers with featured articles, industry news, banners, videos, and updates.



AUDIENCE

Solar Energy Professionals: This includes engineers, technicians, installers, and professionals working in the solar energy industry who are interested in staying updated on the latest technology, trends, and regulations.

Renewable Energy Enthusiasts: Individuals who are passionate about renewable energy, sustainability, and environmental conservation. They may be homeowners interested in installing solar panels, activists advocating for clean energy policies, or students studying environmental science.

Business Owners and Decision Makers: Managers, executives, and entrepreneurs in businesses considering or already implementing solar energy solutions to reduce operating costs, increase sustainability, or meet regulatory requirements.

Policy Makers and Government Officials: Those involved in shaping energy policies at local, national, or international levels, who need to stay informed about advancements and challenges in the solar energy sector.

Educators and Researchers: Academics, researchers, and educators interested in solar energy technology, its applications, and its impact on society and the environment.

Investors and Financial Professionals: Individuals and organizations seeking investment opportunities in the solar industry or involved in financing solar projects, including venture capitalists, bankers, and financial analysts.

Homeowners and Consumers: People interested in adopting solar energy for their homes or businesses, seeking guidance on installation, maintenance, and maximizing the benefits of solar power.

Non-Profit Organizations and Advocacy Groups: Groups focused on promoting renewable energy adoption, advocating for clean energy policies, and raising awareness about the benefits of solar power.

2024 Editorial Calendar

We will feature the following products in our 2024 editions

Solar Panels (Photovoltaic Modules), Solar Inverters (Grid-tied, Off-grid, Micro-inverters), Solar Charge Controllers, Solar Batteries and Storage (Lithium-ion, Lead-acid, flow batteries), Solar Mounting Systems (Roof mounts, Ground mounts, Tracking systems), Solar trackers (Single-axis, dual-axis), Solar Thermal Collectors, Solar Water Heaters, Solar software and system, +Solar Air, Heaters, Solar pool heaters, Solar Lighting Systems (Solar Street lights, Solar Garden lights), Solar-Powered Ventilation Fans, Solar Pumps (Water pumps, Circulation pumps), Solar-powered irrigation systems Solar-powered Appliances (Refrigerators, Fans, Cookers), Solar Gadgets and Chargers (Solar-powered chargers, Power banks), Solar-powered Vehicles (Solar cars, Solar bicycles), Solar-powered Water Purification Systems, Solar-powered Desalination Systems, Solar-powered HVAC Systems, Solar-powered IoT Devices and Sensors, Solar-powered Educational Kits, Solar-powered Signage and Billboards

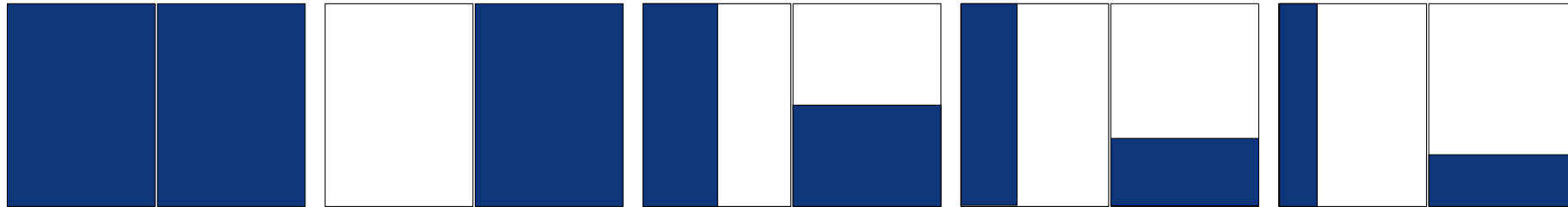
2024 Quarterly Features

JAN/MAR	APR/JUN	JUL/SEPT	OCT/DEC
<ul style="list-style-type: none"> Focus on the current state of solar energy in Africa Trends and advancements in solar technology Case studies of successful solar projects in various African countries Solar energy and climate change mitigation in Africa High-Voltage Power Systems 	<ul style="list-style-type: none"> Special feature on solar energy policy and regulations in Africa Spotlight on renewable energy initiatives and partnerships Interviews with policymakers, industry leaders, and experts Profiles of investors and financiers in the solar energy sector Industrial Power Systems 	<ul style="list-style-type: none"> Solar energy and sustainable development in rural Africa Community-based solar projects and their impact Innovations in off-grid and micro-grid solar solutions Analysis of funding models and investment trends 	<ul style="list-style-type: none"> Year in review: Recap of major developments and milestones in the African solar energy sector Articles on the environmental benefits of solar power Highlighting initiatives promoting solar energy adoption for environmental sustainability Focus on solar energy financing and investment opportunities in Africa Securitization Power Market Research and Analysis



Magazine Advertising Measurements

(all dimensions horizontal by vertical)



Double Page Spread

(2x) 210x 297mm (trim)
(2x) 216x 303mm (bleed)

Full Page

210x 297mm (trim)
216x 303mm (bleed)
190x 280mm (type area)

Half Page

92x 280mm (upright)
190 x 130mm (landscape)

3rd Page

70 x 297mm (upright)
210mm x 97 mm (landscape)

Quarter Ad

60 x 124mm (upright)
210 x 55mm (landscape)

Front Cover Page

210x 247mm (trim)
216x 303mm (bleed)
190x 280mm (type area)

Front Inside Page

210x 297mm (trim)
216x 303mm (bleed)
190x 280mm (type area)

Back Outside Page

210x 297mm (trim)
216x 303mm (bleed)
190x 280mm (type area)

Back Inside Page

210x 297mm (trim)
216x 303mm (bleed)
190x 280mm (type area)

Materials

- A press optimised PDF file (Acrobat 4 / PDF 1.3 compatible).

All encapsulated CMYK images with a resolution of 300dpi. All fonts embedded.

- TIF (300dpi and CMYK).

Adverts to be supplied via email to advertising@africa-solarenergy.com

ADVERTISEMENT MATERIALS DEADLINE

Materials are required on or before the 1 week before print deadline

INSERTS

Loose and bound-in inserts are accepted in Minerals & Exploration Africa subject to approval on Size and Content. Charges and printing rates are available on request provided that it is a fixed to a fully-paid advertisement (minimum size 1/2 page).

CONTRACT PUBLISHING SERVICES

We can also offer extensive market research services, corporate profile/advertorial features as well as having the facilities to write, design and print company supplements/brochures/house journals. Further information and quotations on request.

SOLAR ENERGY AFRICA

Magazine Advertising Rates

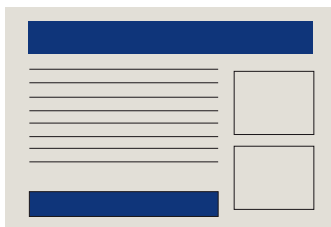
Advert Space	Single Edition	Total for 2 Editions	Total for 3 Editions	Total for 4 Editions
Quarter Page	US\$ 750/R 10 400	US\$ 1 200/R 16 200	US\$ 1 680/R 24 000	US\$ 2 100/R 36 000
Third Page	US\$ 840/R 12 000	US\$ 1 340/R 20 500	US\$ 1 890/R 32 000	US\$ 2 350/R 40 800
Half Page	US\$ 980/R 14 400	US\$ 1 560/R 25 000	US\$ 2 160/R 36 600	US\$ 2 700/R 48 000
Full Page	US\$ 1 500/R 24 000	US\$ 2 400/R 40 200	US\$ 3 300/R 56 000	US\$ 4 200/R 74 000
Front Cover	US\$ 2 800/R 48 000	US\$ 4 600/R 80 200	US\$ 6 000/R 108 000	US\$ 7 800/R 140 000
Back Outside	US\$ 2 400/R 40 200	US\$ 3 900/R 70 000	US\$ 5 400/R 98 200	US\$ 6 700/R 124 500
Front Inside	US\$ 2 200/R 38 000	US\$ 3 400/R 58 000	US\$ 4 950/R 92 000	US\$ 6 100/R 116 000
Double Page Spread	US\$ 1 800/R 30 000	US\$ 2 800/R 48 000	US\$ 3 800/R 68 000	US\$ 5 000/R 90 000

SOLAR ENERGY AFRICA

Online Opportunities 2024

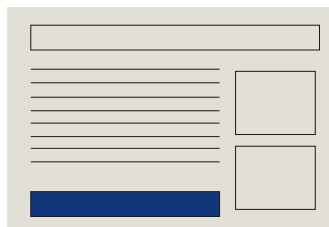


Advert Space	Dimensions	One Month	Total for 3 months	Total for 6 months	Total for 12 Months
Super Banner	300 x 250 pixels	US\$ 650/R 8 400	US\$ 1 500/R 24 000	US\$ 2 800/R 48 000	US\$ 5 200/R 92 000
Skyscraper Banner	300 x 600 pixels	US\$ 680/R 9 000	US\$ 1 750/R 28 500	US\$ 3 200/R 66 000	US\$ 5 500/R 98 000
Large Leaderboard Banner	970 x 90 pixels	US\$ 720/R 9 800	US\$ 1 800/R 30 500	US\$ 3 400/ R 69 000	US\$ 6 000/R 102 000
Leaderboard Banner	728 x 90 pixels	US\$ 750/R 9 200	US\$ 1 900/R 32 400	US\$ 3 600/R 61 200	US\$ 6 200/R 114 000
Mega Banner	2560 x 317 pixels	US\$ 800/R 13 200	US\$ 2 000/R 34 000	US\$ 3 800/R 68 000	US\$ 6 750/R 124 000
Rich Media/ Embedded Video	Embedded Video	US\$ 1 500/R 24 000	US\$ 3 600/ R 61 200	US\$ 6 300/R 115 000	US\$ 7 500/R 140 000



Large Leaderboard Banner

1200 x 150px



Leaderboard

728 x 90px



Mega Banner

2560 x 317px



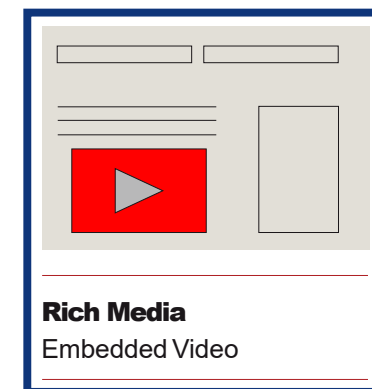
Super Banner

300 x 250px



Skyscraper Banner

300 x 600px



Rich Media

Embedded Video

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Newsletter Advertising 2024



Advert Space	One Month	Total for 3 months	Total for 6 months
Sponsored Article in the Newsletter	US\$ 1 000/R 15 200	US\$ 2 400/R 40 200	US\$ 4 200/R 74 000
Banner	US\$ 1 200/R 16 200	US\$ 2 800/R 48 000	US\$ 5 000/R 90 000
Article + Banner + Video	US\$ 1 500/R 24 000	US\$ 3 600/ R 61 200	US\$ 6 300/R 115 000
Solus Newsletter	US\$ 1 800/R 30 000	US\$ 4 000/R 7 000	US\$ 7 400/R 1 32 000

Contacts

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