



## Advertising rate card

# AFYA

— Journal

**YOUR GUIDE TO HEALTHY LIVING**



## Profile

Afya Journal is a health news journal that seeks to promote and educate both the health professional and the general public on specific health related issues

Afya Journal is a bimonthly journal published by Medicare Africa Ltd which hosts the annual Medicare Africa Expo & Conference. Medicare Africa Ltd works with Government Health agencies, Health Service Providers, Professional Doctors, Medical Students and Pharmaceutical Companies, to help spur and communicate health management issues and success across East and Central Africa region.



## Distribution

The journal has an average distribution of 30,000 copies per issue. Having a shelf life of 60 days, advertisements in AFYA JOURNAL, enjoy an overwhelming advantage over those in newspaper dailies, which at a strikingly similar price have a reading life of one day.

The secondary readership of the journal cannot go unmentioned as it averages up to 7 people per copy heightening our readership to millions annually

The journal is distributed via membership clientele, malls, bookshops and the PDS, reaching a broad spectrum of ABC 1 groups of business audience with high disposable incomes

In this regard you will agree with us that your advertisement placed in the AFYA JOURNAL, will no doubt surpass your expectations. With guaranteed quality additional with every single issue, meticulous advertisement placement and a well coordinated distribution, your Ad will fall nothing short of yielding top results.

We the AFYA JOURNAL team encourage you to take advantage of this top quality advertising medium.

### 1. Covers

<b>Back</b>	<b>Kshs 150,000/-</b>
<b>Inside back</b>	<b>Kshs 150,000/-</b>
<b>Inside Front</b>	<b>Kshs 150,000/-</b>
<b>Front page theme</b>	<b>Kshs 170,000/-</b>

### 2. Centre Spread **Kshs 350,000/-**

### 3. Advertorial (per page min. 2 pgs) **Kshs 100,000/-**

<b>4. Run-off page Full</b>	<b>Kshs 130,000/-</b>
<b>Half</b>	<b>Kshs 70,000/-</b>
<b>Quarter</b>	<b>Kshs 35,000/-</b>

### 5. Inserts **Kshs 4.50/- per piece** **Minimum 2000 pieces**

### 6. Book Marks **Kshs. 5/- per piece** **Minimum 500pc.**

### 7. Business Cards Section **Kshs. 5000 per card**



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