

# OUR ADVERTISEMENT PACKAGES

Media Kit



Prepared By:





**DEVELOPMENT**  
**Report**  
CHANGING OUR WORLD TOGETHER

**pay only**

**50%** **50% OFF**  
FOR PRINT, DIGITAL & VIDEO AD

## OUR ADVANTAGE

Development Report Magazine is the premier gateway for marketers and agencies to reach senior-level businessmen and decision makers worldwide.

Due to its captivative nature and niche market we reach a market segment which includes policy makers, development actors, civil society organizations, entrepreneurs, think tanks, businessmen and industries.

It is the widest growing online and print magazine, reaching a wide range of subscribers both in Ghana and beyond. The magazine, which is characterized by rich editorial content, high quality graphical and print content makes it a one-stop medium to advertise with.

## BENEFITS OF ADVERTISING WITH US

The media landscape has changed dramatically, providing consumers with more options than ever before as to how they spend their time. As a result, marketers are faced with increasingly challenging questions such as: when, where and how do you best reach people.

Listed below are just some of the ways that Development Report magazine can allow you to answer these questions.

### REACH

Development Report Magazine employs diverse platforms in reaching its target market which forms a significant portion of your reach. Through its video, print and online platforms a single page reaches an average of 10,000 viewers and readers with a minimum pass-along rate of 10. Our online circulation reaches over 5000 people, a market segment which includes policy makers, development actors, civil society organizations, entrepreneurs, think tanks, businessmen and industries. By advertising in Development Report magazine you are guaranteed to reach your intended audience.

### PRINT QUALITY

Advertisement in Development Report Magazine helps businesses to display higher quality images than either direct mail or newspaper. Higher quality images, represented with full color and gloss, allow a clearer picture of your products, giving the public a better idea of your company and service offerings.

**YOUR ADVERT  
LIVES AS LONG  
AS THE EDITION  
LIVES BOTH IN  
PRINT, DIGITAL &  
VIDEO - LIFE TIME  
INVESTMENT**

## ATTRACTION

Development Report magazine deliver more than just eyeballs, We deliver engaged reach. Due to Development Report magazine's niche market, it is seen as a trusted friend - kept, referred to and viewed as a long term companion. It is referenced by researchers, development activists, policy makers and entrepreneurs. Consumers are RECEPTIVE to receiving your message when consuming it via the Development Report Magazine.

## PURCHASE INTENT

The Development Report Magazine brand drives **PURCHASE INTENT** through appeal and influence. It doesn't just deliver a message -it delivers a message with influence to a consumer with an interest.

## TIME FRAME

Development Report Magazine is typically kept for a longer period of time than newspapers because of its higher printing quality and niche content. Our partners and readers usually save our magazines to give people something to read as well as referencing purposes. A reader of a magazine may keep an issue if it contains particularly interesting information. If you put an advert in Development Report magazine, you are assured that someone will pick up or download the magazine several months from its issue and print date and see your advert. Furthermore, our videos are watched severally by different people at different times and occasions.

# LIFE TIME PACKAGE

**YOUR ADVERT LIVES AS LONG AS THE EDITION LIVES BOTH IN PRINT, DIGITAL & VIDEO**

## PACKAGES

### PRINT & DIGITAL

- Logo shall be put at sponsors page in the magazine
- Artwork shall be featured at the selected package (premium or inside pages)
- Logo shall be put on all promotional items for the edition
- Access to five digital downloads

### VIDEO + PRINT & DIGITAL

- Logo shall be put at sponsors page in the magazine
- Logo shall be put on all promotional items for the edition
- Products and services shall be featured at the selected package (premium or inside pages)
- Logo shall be displayed at intro page in video interviews
- 30 seconds video ad to be displayed (optional)
- Access to a print copy & five digital downloads

## RATES

PAGES	SIZE	PRICE (BEFORE) (GH¢)	PRICE (NOW) (GH¢)
PRINT + DIGITAL			
PREMIUM PAGES			
Inside Front Cover	8.27" x 10.83"	5,500.00	2,750.00
Inside Cover Spread (2 Pages)	16.54" x 10.83"	5,000.00	2,500.00
Premium page next to Publishers page	8.27" x 10.83"	3,500.00	1,750.00
Inside Back cover	8.27" x 10.83"	3,000.00	1,500.00
Back Cover	8.27" x 10.83"	3,500.00	1,750.00
INSIDE PAGES			
Full Page AD	8.27" x 10.83"	2,500.00	1,250.00
Half Pages AD 1/2	5.42" x 8.27"	1,250.00	625.00
Strip Advert (Vertical or Horizontal)	Customize	1,000.00	500.00
COMPANY/PERSONAL PROFILE			
Full Page	8.27" x 10.83"	2,000.00	1,000.00
VIDEO			
Video AD (Logo and Service Display) (Package comes with any of the rates above except back cover and inside cover spread)	Customize	7,500.00	3,750.00

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# *Development Report*

*Thinking  
Tomorrow  
Today*

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