

THE EAST AFRICA Lawyer

Magazine for the East Africa Law Society

AGM / CONFERENCE EDITION

MEDIA KIT 2017



ADVERTISING RATES

Print run of
20,000

Readership of
100,000

17,000
Members

▼ ABOUT

The East Africa Lawyer magazine is the leading publication in East Africa that highlights key legal issues, the players undertaking them, the challenges they face and the successes they achieve in relation to the needs and expectations of the magazine's readership.

The magazine runs special reports, news articles, features, personal accounts from key players, profiles, EALS events, advertorials, views and opinions, research papers, pictorials, humor, advertisement and many more interesting articles.

The East Africa Lawyer is a trusted brand that explains the relevance and significance of emerging industry trends, and report on signature

rankings and vital statistics for the legal industry. The magazine provides unparalleled view into the business and practice of law.

▼ CIRCULATION

With a print run of 20,000 and readership of 100,000(5 per read) ,the magazine is distributed to 17,000 East Africa Law Society Members throughout East Africa in print and digital editions, controlled circulation to business leaders and policy makers, law firms, lounges of courts, government offices, bookshops, libraries, Universities, colleges, NGOs, Financial Institutions, Diplomatic Missions, and specific vendor outlets.

DIGITAL VERSION: The magazine will also be available in digital edition through the EALS website, thereby integrating media across print and electronic which means the audience is both extensive and unrivalled.



TECHNICAL SPECIFICATIONS

Ready material should be delivered according to the specified sizes of this magazine. Adverts must be sent as an open file and high resolution (300dpi).

Material should be in the following applications;

- Adobe Photoshop EPS
- Adobe illustrator EPS

Create outlines on fonts or alternatively save fonts separately for ads created in Adobe illustrator and Adobe InDesign

All colour ads/images/pictures should be saved in EPS format CMYK separated

ADVERTISING RATES

SIZE OF ADVERT	DIMENSION IN CM	COST (IN USD)
FULL PAGE	21.6 x 28 (wxh)	2,300
HALF PAGE	19.6 x 12.6 (wxh)	1,485
QUARTER PAGE	9.5 x 12.6 (wxh)	1,050
COVER PAGE STRIP PLUS ONE PAGE INSIDE	21.6 x 4.5 (wxh)	2,600
INSIDE FRONT	21.6 x 28 (wxh)	2,950
PAGE FACING INSIDE FRONT	21.6 x 28 (wxh)	2,950
PAGE FACING PRESIDENT FOREWORD	21.6 x 28 (wxh)	2,950
PAGE FACING CEO FOREWORD	21.6 x 28 (wxh)	2,950
BACK PAGE	21.6 x 28 (wxh)	2,950
INSIDE BACK COVER	21.6 x 28 (wxh)	2,600

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Kindly note that the above rates are exclusive of VAT.**

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ALL PAYMENTS MUST BE MADE TO

TANZANIA	
Bank Name	Stanbic Bank (T) Ltd
Account Name	East Africa Law Society
Account Number (USD)	9120000811910
Swift Code:	SBICTZTX
Branch	Arusha Branch

UGANDA	
Bank Name	Stanbic Bank (U) Ltd
Account Name	East Africa Law Society
Account Number (USD)	9030008068959
Swift Code	SBICUGKX
Branch	Forest Mall, Kampala

KENYA (Note the Kenyan Account is in Kshs.)	
Bank Name	Stanbic Bank (K) Ltd
Account Name	East Africa Law Society
Account Number (KES)	0100000648517
Branch	Kenyatta Avenue, Nairobi.

RWANDA	
Bank Name	Bank of Kigali
Account number	00040-00693403- -17 USD
Account Name	Association Rwanda Bar
Branch	Kigali



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Lawyer

SOCIETY OFFICE:

PLOT NO. 6 CORRIDOR AREA,
OFF JANDU ROAD
P.O Box 6240, Arusha, Tanzania;
Te/Fax: (+255 27) 254 3226/7
Tel: (+255 27) 254 3226
Cel: (+255 786) 821010
Email: info@ealawsociety.org
Website: www.ealawsociety.org

**TO ADVERTISE
PLEASE CONTACT**

MOLAND COMMUNICATIONS LTD
4TH FLOOR, TRANSNATIONAL PLAZA,
NAIROBI, KENYA
P. O. BOX 51532 00100 NAIROBI.
+254 20 2689204
0722 477277 / 0780 477277
FAX: 020 2212565