



**PUBLISHERS OF  
MONTHLY MOTOR, BUSINESS MONTHLY, MOM & DAD,  
HER, G, HM AND TL MAGAZINES**

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## BUSINESS MONTHLY PROFILE



Business Monthly is East Africa's premier business news, reports and analysis magazine. This monthly magazine mainly features in-depth perspectives on the sectors that drive our economy, namely; banking, insurance, ICT, health, SMMEs, agriculture, tourism, real estate, among others.

Business Monthly also carries columns in management, strategy, human resource, personal finance, and marketing, among others. This information enables the smooth running of businesses and the general relationship between the business person and his employers or clients.

Our expert opinion on topical issues and features on real people make Business Monthly more credible and reliable. Business people and researchers can always rely on Business Monthly's insightful content to help them learn more and make critical decisions about their personal investment, careers and business. The Business Monthly team is always looking for new ways to improve the look and content of the magazine to better suit its readers.

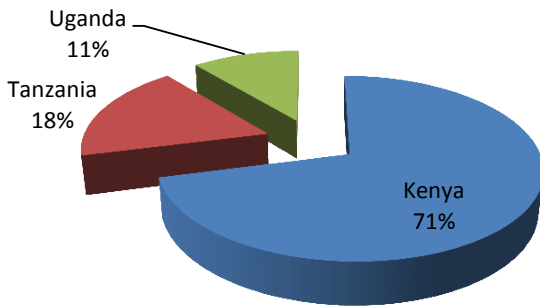
10,000 copies of Business Monthly are printed monthly and read by between 22-25 people per copy each month. We have a working distribution list that covers highly placed business personalities through a registered subscription service. The subscription list also includes doctors, lawyers, directors, and the "who is who" in the banking, insurance, communication, manufacturing and service sectors.

Business Monthly has been in the market since 2006, and continues to command a tremendous and loyal readership. Business Monthly is distributed across East Africa by Nation Marketing and Publishing.

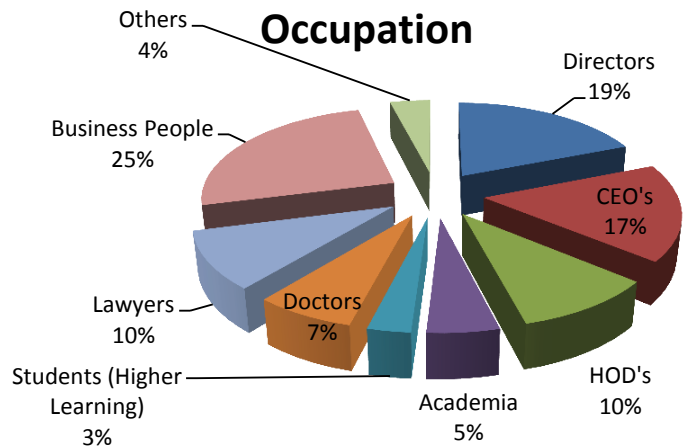
# READERSHIP & CIRCULATION

Total Readership: 220,000 - 250,000

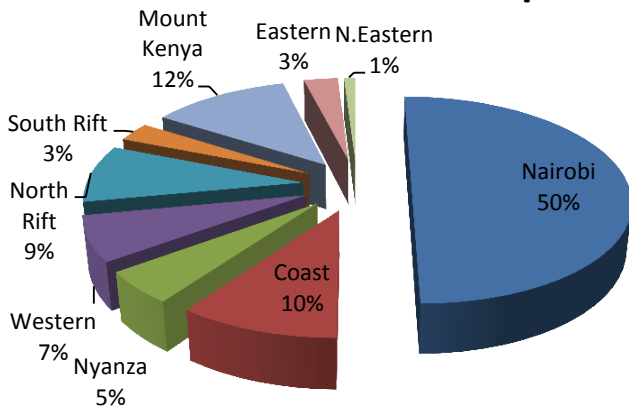
## Regional Readership



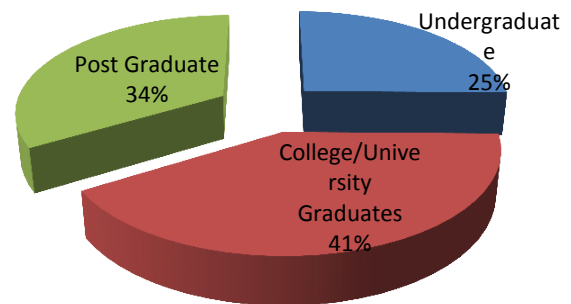
## Occupation



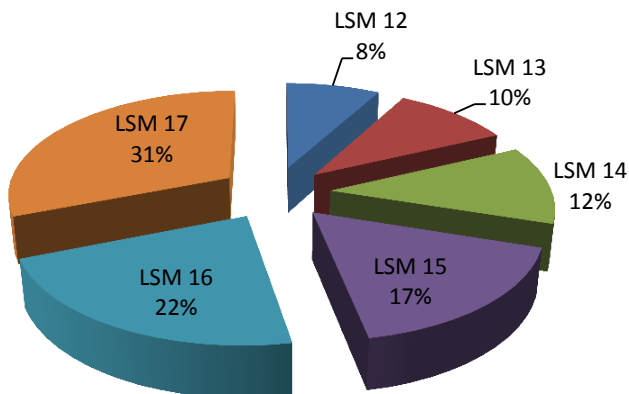
## National Readership



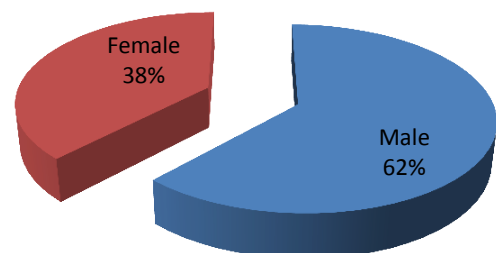
## Education



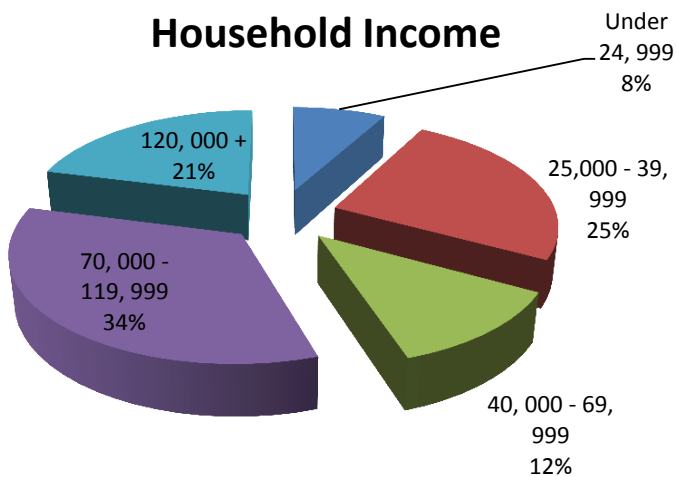
## LSM



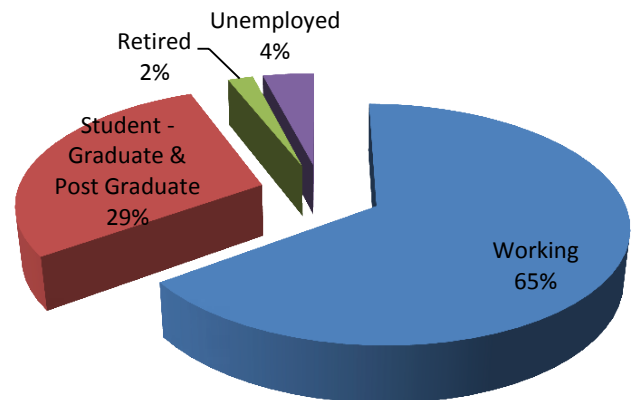
## Gender



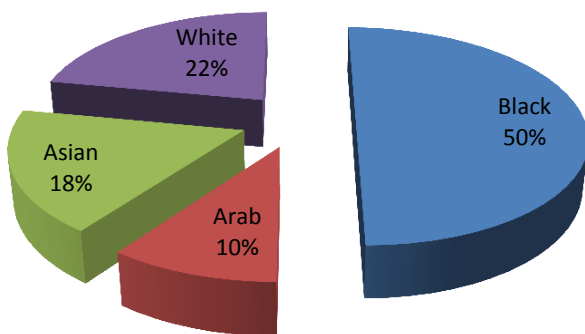
## Household Income



## Employment Status



## Race



## Why advertise in Business Monthly

1. Business Monthly boasts of a wide readership spread out all over East Africa. We are consistently improving the quality of our magazine content and design in order to expand our readership and increase the market reach for advertisers.
2. Our target audience and readers are individuals who have higher incomes and net worth. This group of readers has disposable income which they can spend on high-end quality products and services.
3. Business Monthly magazine is intended for professionals in East Africa and beyond. This category of readers also happens to be key decision makers in their families and workplaces. Placing advertisements in Business Monthly is therefore an easier way of influencing buyer decisions and quicken the buying decision process.
4. Business Monthly is influential and has loyal and captive audience who rely on the information in our magazine to make decisions about their personal investment, business and careers. Most of our readers go for products and services that are affiliated to the magazine.
5. Business Monthly attracts readers who use the magazine as a point of reference and do not dispose of them quickly, especially students, lecturers and business researchers. By doing this, our readers make it possible for advertisers to reach their target market long after running an advertisement.