



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

No. 6 Oak Lane - Off Garden Estate RD.

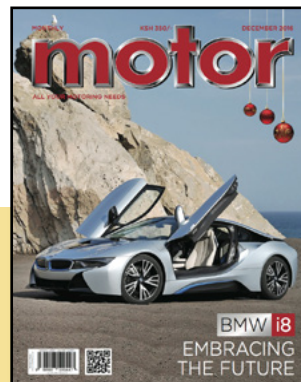
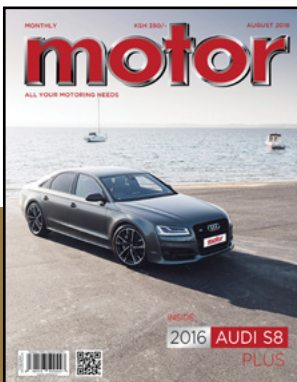
P.O. Box 50087 - 00200 City Square - Nairobi, Kenya

Cell: +254 (0)722 742 287 / +254 (0)721 989 263

Email: gaya@media7groupkenya.com, martinoneil@media7groupkenya.com

URL: www.media7group.co.ke

MONTHLY MOTOR PROFILE



Monthly Motor is East Africa's premier new car magazine, as well as East Africa's largest selling, authoritative and independent motoring magazine. Editorial content carries launches, reviews and comparisons tests on new cars, motoring news, motorsport, as well as consumer advice, maintenance tips and relevant features on everything motoring. Other content includes new car prices.

Monthly Motor targets all middle class and upper-middle class individuals, as well as corporates looking for information on new cars as well as consumer advice on ownership and maintenance.

Monthly Motor has been in circulation since 1995 (over 20 years), and remains the only independent motoring magazine in East Africa with a focus on Kenya.

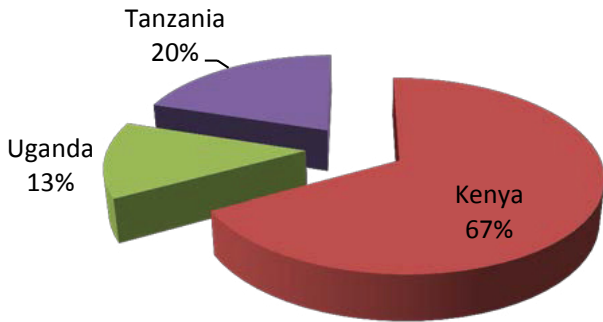
10,000 copies of Monthly Motor are printed monthly and distributed by Nation Marketing and Publishing, the distribution division of Nation Media Group. Each copy is read by between 5 – 10 people, giving a readership of 50,000 to 100,000 per month.

We have a working distribution list that covers highly placed business, government and professional personalities through a registered subscription service. The subscription list includes doctors, lawyers, government officials, businessmen and women, and the "who is who" in the banking, insurance, communication, manufacturing and service sectors.

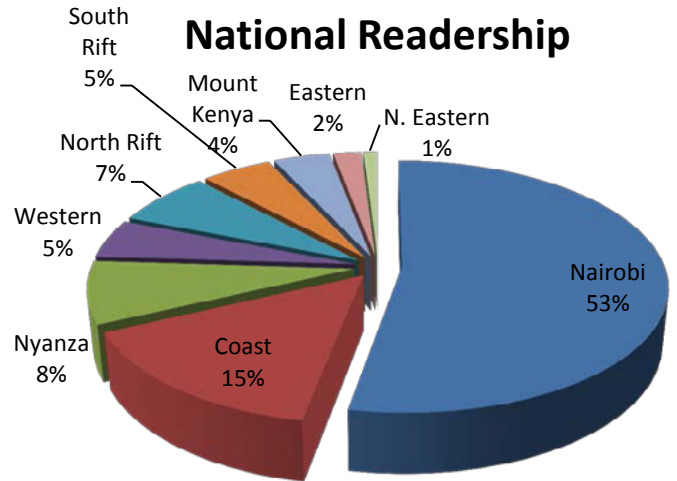
READERSHIP & CIRCULATION

Total Readership: 50,000 - 100,000

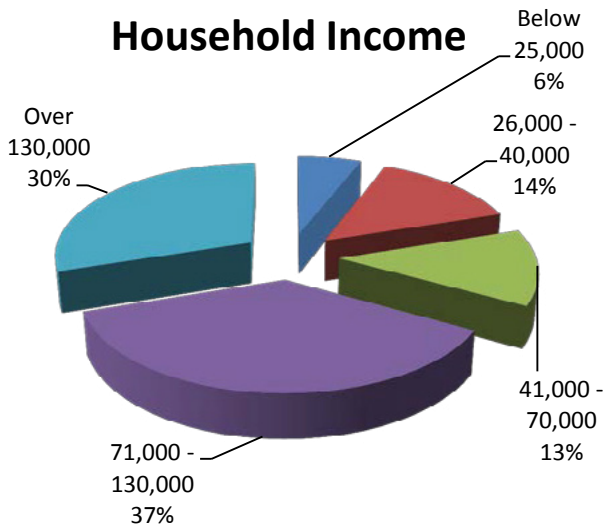
Regional Readership



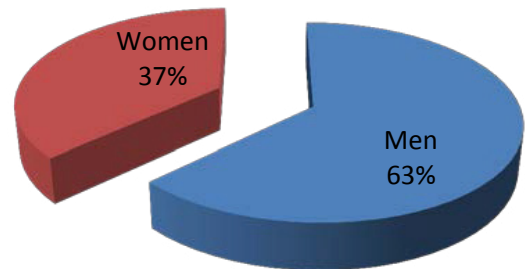
National Readership



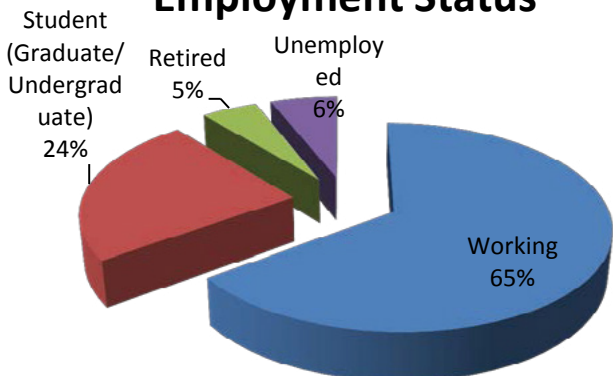
Household Income



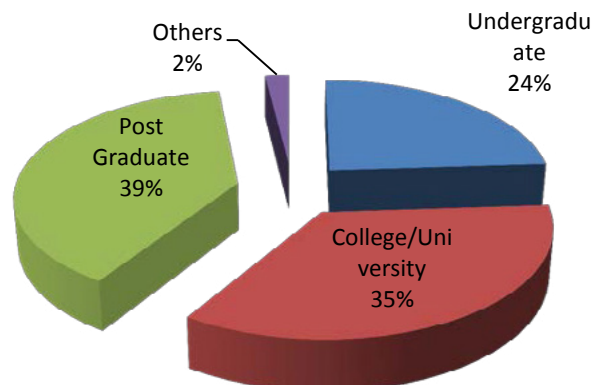
Gender

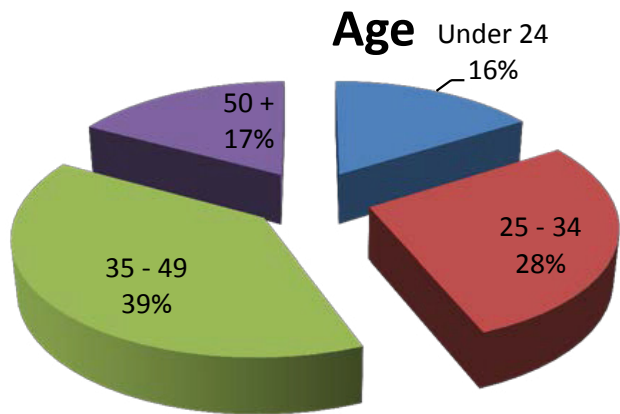


Employment Status



Education





Why advertise in Monthly Motor

1. Monthly motor has a loyal and captive readership. 75% of our readers read every issue each month and more than 50% of our readers have been doing it for more than 5 years.
2. A Catholic University of East Africa (CUEA) BCom student recently conducted an independent survey into the car buying habits of upmarket Kenyans. His findings concluded that Monthly Motor is the single most influential advertising medium and is more effective than TV, Radio or Billboards.
3. Findings from a recent reader's survey concluded that Monthly Motor magazine remains the largest selling male-oriented magazine in East Africa. Our readers not only have clear motoring interests, but are highly interested in travelling, drinking and entertainment, financial matters, technology and gadgets, male fashion and much more.
4. Monthly Motor's select audience has an intense passion in motoring and its related subjects. You are guaranteed that your sales and brand message in Monthly Motor reaches an attentive readership.
5. Monthly Motor's outstanding editorial content and presentation has resulted in a market share of 90% of all motoring magazines based on current circulation.
6. Monthly Motor's readership is focussed on the middle and upper middle class, offering you a chance to put your products and services directly in the faces and hands of key decision makers with disposable income.