

ADVERTISING RATES *for the* KEPSA MAGAZINE

WHO WE ARE

The Kenya Private Sector Alliance (KEPSA) is the apex body of the private sector in Kenya. KEPSA brings together business associations, trade associations, corporates, multinational companies, SMEs and start-ups from all sectors of the economy under one umbrella to enable them to speak with one voice when engaging the Government and other stakeholders on cross-cutting policy issues affecting private sector development, supporting businesses on training, opportunities to network for business, financial linkages, mentoring, access to markets, value chains and access to investment opportunities. The membership categories have been developed to meet the size of all businesses.

ABOUT THE MAGAZINE

Kenya Business Channel is a KEPSA Magazine, which is published quarterly and focuses on issues affecting the private sector players and the general economic outlook in Kenya and beyond. The objective of the publication is to promote business excellence by highlighting policies and regulations affecting businesses, analysing emerging trends in the corporate world and sharing organizations' and individuals' perspectives on the business environment.

TARGET AUDIENCE

- ✓ Business Association
- ✓ Corporates
- ✓ Multinational Organisations
- ✓ Government Ministries & State Agencies
- ✓ Development Partners

WHY SHOULD YOU ADVERTISE WITH US?

- ✓ Scope: It is the only magazine in Kenya that highlights all the Private Sector industries.
- ✓ Market: It enjoys a ready market of the senior corporate leaders in the private sector who are essentially decision-makers.
- ✓ Readership: It has a wide readership of approximately 500,000 readers.
- ✓ Quality: The magazine is of high quality and professionally packaged.
- ✓ Content: It has targeted editorial content from top business leaders who are seasoned writers.
- ✓ Value for Money: Our advertising rates are the most affordable in the country and in the region.
- ✓ Rich: We boast of rich information being the apex body of all associations.

	Description	Amount (Ksh.)
1.	Full Page	200,000
2.	Half Page	150,000
3.	Quarter Page	75,000
4.	Front cover(inside)	230,000
5.	Back cover(inside)	200,000
6.	Back cover(outside)	215,000