

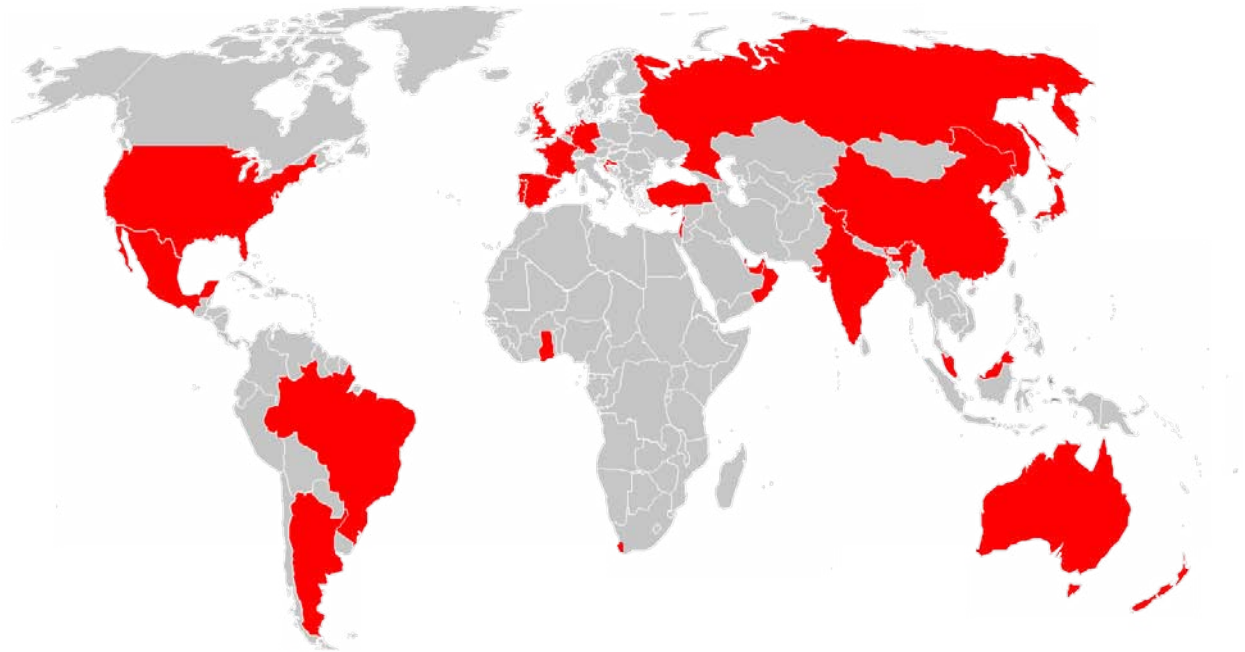
TimeOut

Accra

Media Pack

Who are we?

Time Out is of the worlds most famous and respected publishing brands - a global superbrand - and a proven success in every single continent in the world. From London & New York to Shanghai & Mumbai, from Cape Town & Tel Aviv to Moscow, Buenos Aries and now Accra.



Time Out is the iconic, independent bible of arts, entertainment & culture around the world with a presence in over **70 cities**, presented in over **10 languages** and patronised by over **33 million users**.

We specialize in delivering the latest authoritative reviews and experiences for those wanting to be in the know and who typically influence their friends' entertainment, travel and consumption habits.

Winner of the 2010, 2011, 2013 & 2014 PPA Awards for International Consumer Media Brand of the Year.



Time Out Accra showcases
Ghana's hospitality and
its rich culture to the world
through cutting edge media.

Time Out is credible,
trustworthy and premium.

We connect our fans to everything that's going on in their city integrating web, mobile, print & events.



Our audience

Time Out owns a discerning audience by delivering relevant, respected and useful content and experiences to them - wherever, whenever and in whatever format our readers choose.

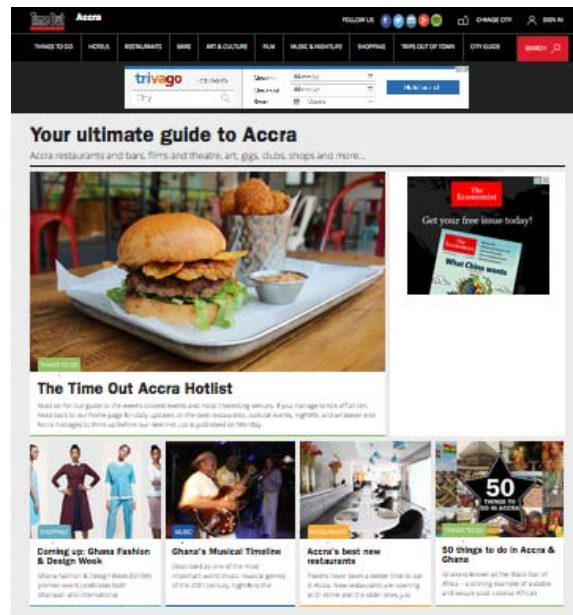
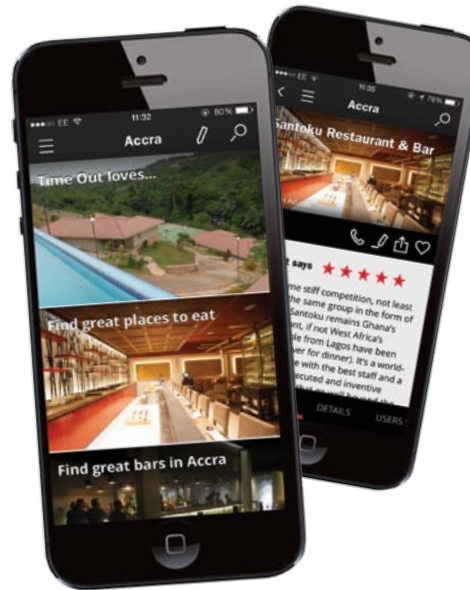
Accra's audience in Ghana and in the diaspora consists of savvy adults with the propensity to spend - Well to do Ghanaians, Expatriates, Repatriates, Business Visitors, Immigrants, Tourists (Age range: 30-55 years). Whilst also appealing to youngsters who want to get the most out of the city (Age range: 18-30 years).

Through hard work, financial investment & creative success our cash rich, time poor readers trust us to help them make decisions and it is this trust that benefits our advertisers so greatly.



Our delivery channels

- Magazines
- Websites
- Apps for mobile & tablets
- Newsletters
- Events
- Social Media - Facebook, Twitter, Instagram & Google +



Our numbers

PRINT

- Magazine circulation - 20,000 copies
- Frequency - Annual
- Readership - 60,000

DIGITAL

- Average monthly page impressions - 47,750 (1,840 daily average)
- Average monthly browsers - 24,930 (935 daily average)

(Omniure, Adobe Analytics - September 2015)

KEY WEBSITE STATS

Most visited sections

Restaurants
Things to Do
Shopping & Lifestyle

Country visitors (percentage of visits per country)

Ghana 57.8%
UK 11.8%
USA 9.9%

(Omniure, Adobe Analytics - March 2015)

A full range of our Adobe online figures can be sent to you on request



Adobe Analytics



Why advertise with us?

Across the world we offer commercial opportunities through traditional print media, digital platforms, and social media channels. We can tailor to your needs as an advertiser either through traditional channels or through bespoke creative solutions.

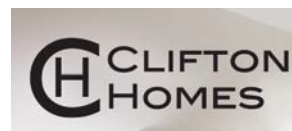
You may be looking for a media partnership to promote your event, venue or brand to our users and readers, or you may be a retailer looking to promote special offers or events, whatever way you look at it, Time Out could help you achieve your goals.

By advertising with Time Out you gain;

- Access to an influential audience
- Brand positioning with a trusted global brand
- Recognition as a partner and a promoter of Ghana's growing hospitality industry



Logos of some previous advertisers



Magazine rate card

Ad Rates

Back Cover Page	\$10,000
Double Page Spread	\$8,000
Inside Back Page	\$6,500
Full Page	\$5,500
Half Page	\$3,000
Quarter Page	\$1,750
Eighth Page	\$900

Artwork Sizes

(Depth x Width)

Double Page Spread:	Type Area:	250 x 386mm
	Trim:	275 x 410mm
	Bleed:	281 x 416mm
Full Page:	Type Area:	250 x 178mm
	Trim:	275 x 205mm
	Bleed:	281 x 211mm
Half page		123 x 178mm
Quarter page		123 x 87mm
Eighth page		59.5 x 87mm

Full Page
(Type area)

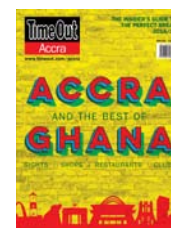
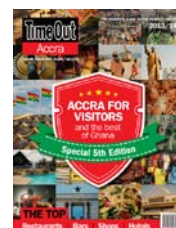
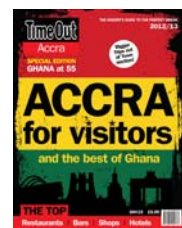


Quarter page

Eighth page

Half page

Full Page
(Trim)



Website rate card

SKIN

ADVERT	PER QUARTER (US\$)	FULL YEAR (US\$)
Leaderboard Advert	1,000	3,000
MPU 1 Advert	1,000	3,000
MPU 2 Advert	500	2,000
Skin	Reserved for Sponsors	
Section sponsorship (Skin & Leaderboard advert)	6,000 for full year	

Rates are per section (ie: if you advertise in the shopping section, adverts will appear on all pages of that section).

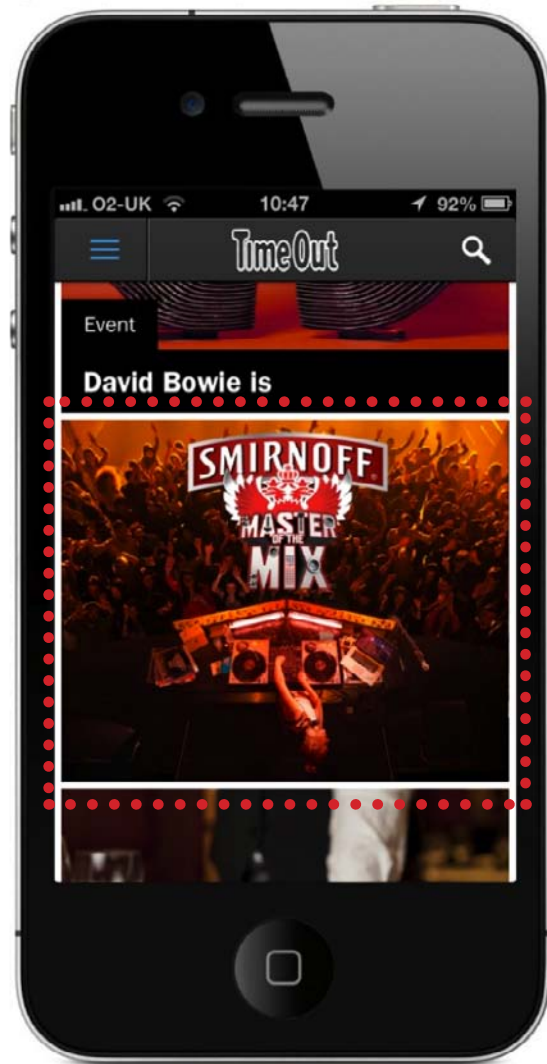
The screenshot shows the TimeOut Accra website interface. Red lines and dots point to specific advertising locations:

- LEADERBOARD**: Points to a large banner at the top of the page.
- MPU1**: Points to a medium-sized advertisement spot on the right sidebar.
- MPU2**: Points to another medium-sized advertisement spot further down the right sidebar.
- SKIN**: A red bracket on the left side of the page indicates the overall design and layout.

The website content includes sections like "Your ultimate guide to Accra", "50 THINGS TO DO IN ACCRA", "Sights and monuments", "What's on in Accra", "Itinerary - Your perfect Accra weekend", "Eating and drinking - Critics' choice", "Recommended hotels", and "Accra by area".

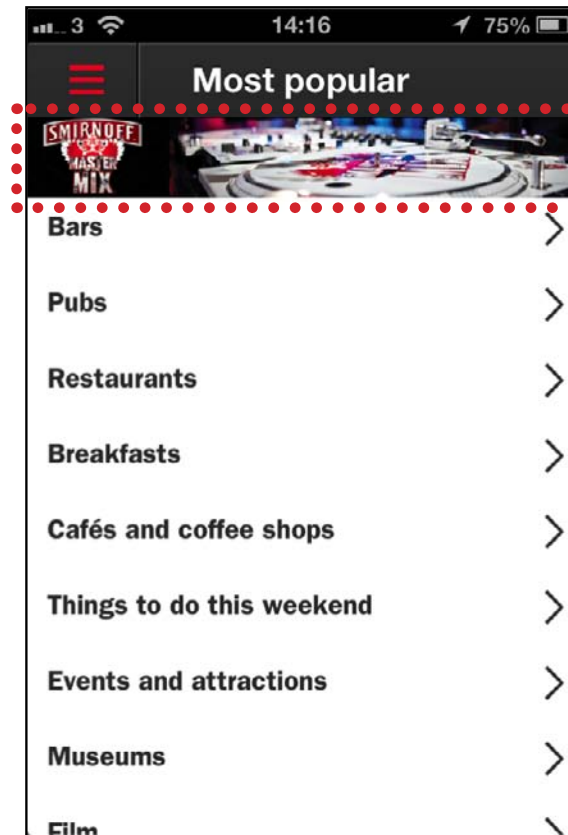


App rate card



MPU ADVERT

ADVERT	PER QUARTER (US\$)	FULL YEAR (US\$)
MPU Advert	1,000	3,000
Banner Advert	500	2,000
Sponsorship (MPU advert & 2 Banner adverts)	6,000 for full year	



BANNER ADVERT

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Thank You

www.timeout.com/accra

