

PROFILE

The Banking Survey, has been in publication annually for nearly two decades. The annual publication is a comprehensive compilation of analysis and data on all banks in Kenya. With several years of circulation, it offers a window for economists, investors and other reader to gauge banks performance from facts and figures. Additionally, the publication contains several interviews of bank CEOs and regulators across Kenya.

The data gathered in the survey is further used to rank banks in Kenya based on a range of indicators and provides a refined overall ranking based specific indicators.

TARGET AUDIENCE

The Banking Survey is the hand book of choice for anybody with an interest in Kenya banking industry. The survey is an invaluable reference resources to retail and institutional investors and is a must have for all CEOs, CFOs, financial analysts, It's also a knowledge bank that allows industry players to gain a competitive edge.

CIRCULATION

The survey print run is 15,000 copies and distributed across East Africa by Nation Media Group. It's available at a bookshop near you.

The survey is also distributed to key business as well as government ministries leaders in Kenya and East Africa.

ADVERTISING RATES

POSITION	COST (KSH)
Cover flap	650,000
Cover stretch	620,000
Outside back cover	460,599
Inside back cover	389,743
Full page	283,450
Half page	169,690
Double page spread	460,599
Inside front+pg1	650,000
Book marks (Printed both sides)	230,000

N.B

- Add 16% VAT on all prices
- Add 10% charge for special position (pg 3-10)

ADVERTISING SPECIFICATIONS

	Width	Height
Full page	210mm	270mm
Half Page	210mm	130mm

- **Please note that the book size is not A4**
- **For Bleeds add 3mm round the above sizes**
- **Submit artworks in TIFF or PDF formats**

OUR OTHER PUBLICATIONS

- **Insurance Survey**
- **Investment Survey**
- **Sacco Survey**
- **Think Business Monthly Magazine**