

# Ethics Watch Magazine

Institutionalizing Ethics and Virtuous Leadership in Africa

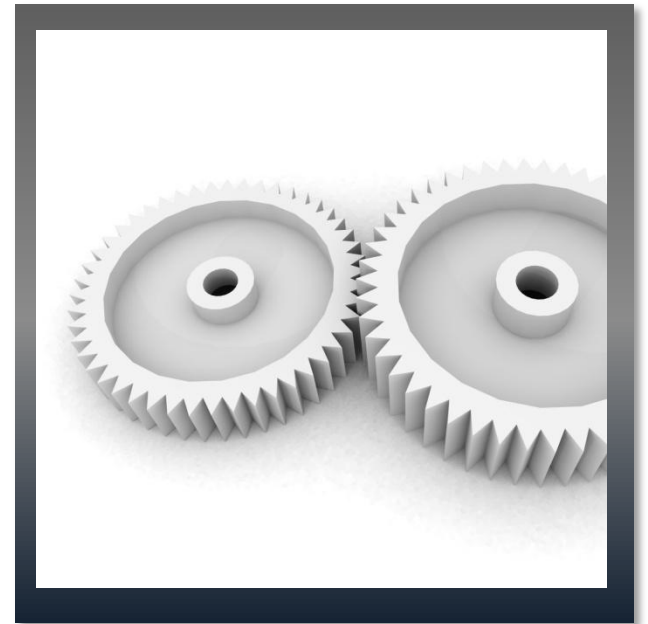


# Who we are

- ❖ The newest magazine in East Africa; established in January 2013, first and the only magazine that authoritatively discusses ethics, integrity and leadership issues.
- ❖ The Ethics Watch Magazine, covers Ethics in Business, Ethics in Politics, Ethics in environment, Ethics in Financial issues, Ethics in the Public and private Sector Transformational process and good Leadership.
- ❖ The magazine is very educative and useful for college and other institutions of higher learning, Professionals, Civil Society organizations, Business community, Public and Private Sector entities. This is due to its academic approach when discussing the principles of ethics, integrity and leadership. This is a magazine designed to educate, inform and transform the public and help create an ethical society in East African region.
- ❖ **Our target market:** is anybody above 20 year olds – Mature, focused and aspiring to be ethical leaders.
- ❖ **Our rates** are Pocket friendly at Ksh 250.00

# Market Positioning

Positioned as a mature, East African based and inspirational **quarterly Ethics Magazine** that offers a comprehensive coverage of the regional issues and therefore making the magazine a must read to the citizenry of the region.



# Our foot print

- ☐ KENYA
- ☐ UGANDA
- ☐ TANZANIA
- ☐ RWANDA
- ☐ BURUNDI
- ☐ SOUTH SUDAN



# Why The Ethics Watch Magazine?

It's not about the brand,

*... it's about the extent to which we  
communicate to transform. We touch their  
hearts!!*

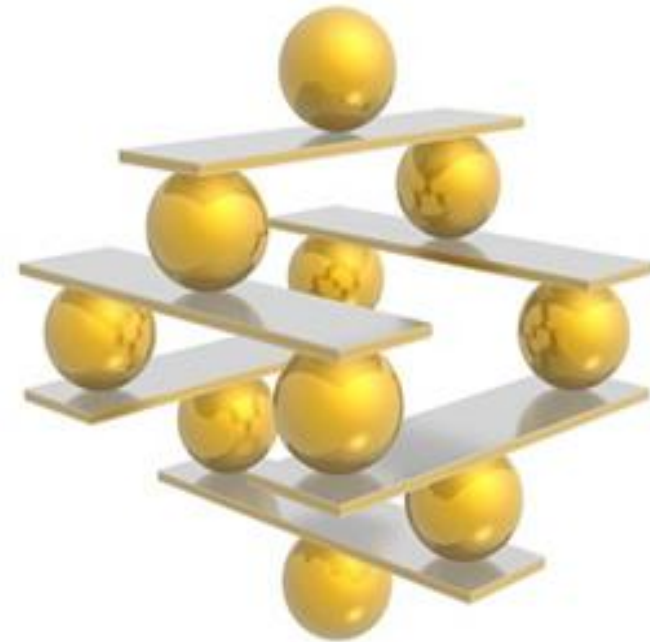
# Why The Ethics Watch Magazine?

- ❖ Our magazine effectively targets every reader in the East Africa, we are proudly the citizen magazine of the East Africa; a brand for the region.
- ❖ Creative, Innovative and flexible advertising concepts.
- ❖ Dedicated Ethics, integrity and leadership professional team: all round from client service to editorial management, we observe high standards.
- ❖ Pocket friendly advertising rates, compared to none in market.



# Why Partner with Ethics Watch Magazine

- ❖ To create awareness of your organization's ethical standards among external stakeholders
- ❖ To position your organization's ethics and Integrity standards among other industry players
- ❖ Build your organization's brand association through promotion of ethical culture among and justification of the same in sustainable enterprises



# Our Rate Card

## NON PRIME POSITIONS

STANDARD SIZES	COST (KSHS)
Psc	4, 000.00
One Eighth Page	25,000.00
Quarter Page	50,000.00
Half-Page	100,000.00
Full page	200,000.00

## PRIME POSITIONS

STANDARD SIZES	COST (KSHS)
Front page strip	150,000.00
Front Inside Cover	400,000.00
Back Inside Cover	400,000.00
Back Cover	500, 000.00

**(The above rates are subject to 16% VAT)**



# Thank you

## Ethics Watch Magazine Contacts

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