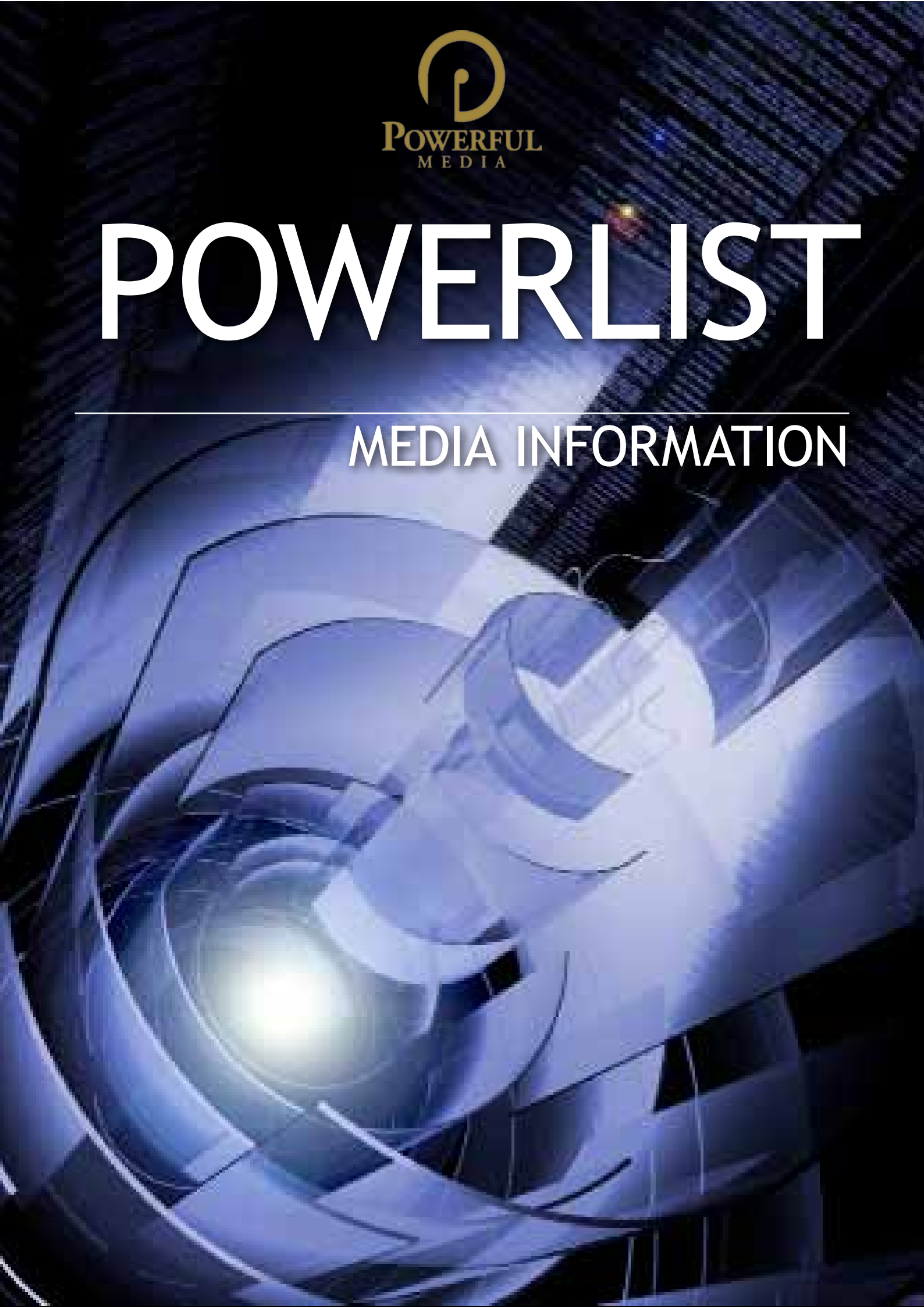




POWERLIST

MEDIA INFORMATION



MEDIA INFORMATION

“The most hateful misfortune is for a wise man to have no influence”

– Herodotus

This year the Powerlist celebrates its fifth year and will, once again, unveil a compelling and high-flying group of African and African-Caribbean powerbrokers. Alongside some extraordinarily successful, self-made businessmen and women, it will feature senior executives, board members and partners from multinationals such as Barclays, JPMorgan, Prudential, Ernst & Young, Clifford Chance and Thomson Reuters, senior figures in the public sector, and more than a smattering of lawyers, accountants, surgeons, media moguls and creatives, each of whom is at the top of their respective profession.

Add to that exclusive interviews and insightful articles, including a special feature on the rise of black executives in investment banking; with London 2012 in mind, another on the black British influence on the Olympics over the years. And, as Jamaica celebrates 50 years of independence, a feature that examines the incredibly disproportionate amount of influence over popular culture, sport and literature among other things, that the Caribbean country has wielded over the past 50 years, and you have The Powerful Media Powerlist 2012: Britain's 100 most influential black men and women, a truly unique publication that showcases the result of talent meeting opportunity.

So what else do we offer potential advertisers?

Well, aside from having your brand associated with the best-produced, highest-circulation (35,000) black publication in Europe (the 2011 Powerlist was read by about 100,000 people) and the high achievers profiled in it, you are sending out a message that says: we believe in diversity; we feel it should be practised at the very highest level and we want to demonstrate our commitment to this very important aspect of our business by letting the world know where we stand.

Advertising in the Powerlist gives you the opportunity to access a demographic that no other publication in Britain can put in front of you: ABC1 African and African Caribbean professionals. Many could be future senior employees, some may be people your firm could do business with, others

might be potential customers.

You will also get a chance to meet the people who get on to the list. On November 9 the 2012 Powerlist will be launched at a prestigious reception and all advertisers will be invited. Usually, 80-90 per cent of the powerlistees manage to make it, too.

In addition, Powerful Media's distribution strategy will ensure that advertisers, as well as reaching the most influential members of Britain's African Caribbean communities, will be able to engage with the people who count in mainstream Britain, too, because the 2012 Powerlist will be directly distributed to:

- the CEOs of Britain's 500 largest companies
- schools, universities and student unions
- professional organisations and associations
- the leaders of every major political party
- every MP
- the heads of every government department
- permanent secretaries
- key policy units
- public-sector agencies
- black staff networks
- organisations providing diversity training

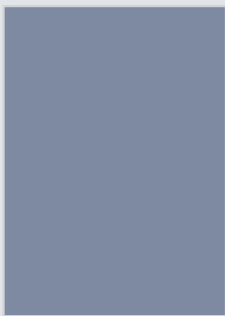
The Powerlist is the most respected and best-produced publication in its sector and the only one that features and is read by people who have achieved at the highest level.

Can you afford not to be a part of it?

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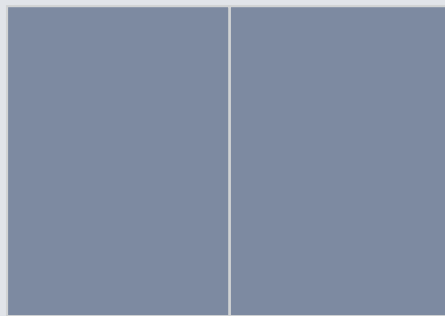
Advertising

Mechanical Data



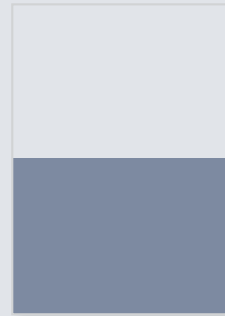
Full Page

Trim 297 x 210mm
Bleed 303 x 216mm



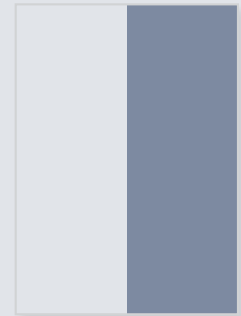
Centre-page Spread

Trim 297 x 420mm
Bleed 303 x 426mm (allow 20mm in central gutter)



Half Page

HORIZONTAL
145 x 210mm



Half Page

VERTICAL
297 x 102 mm

Display Rates

Outside Back Cover	£25,000
Inside Front Cover	£18,000
Inside Back Cover	£15,000
Full Page	£9,500
Half Page	£6,000

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