



EAST AFRICA BUSINESS REVIEW

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)

Partner, Advertise & Gain Visibility

www.eabc-online.com

2026

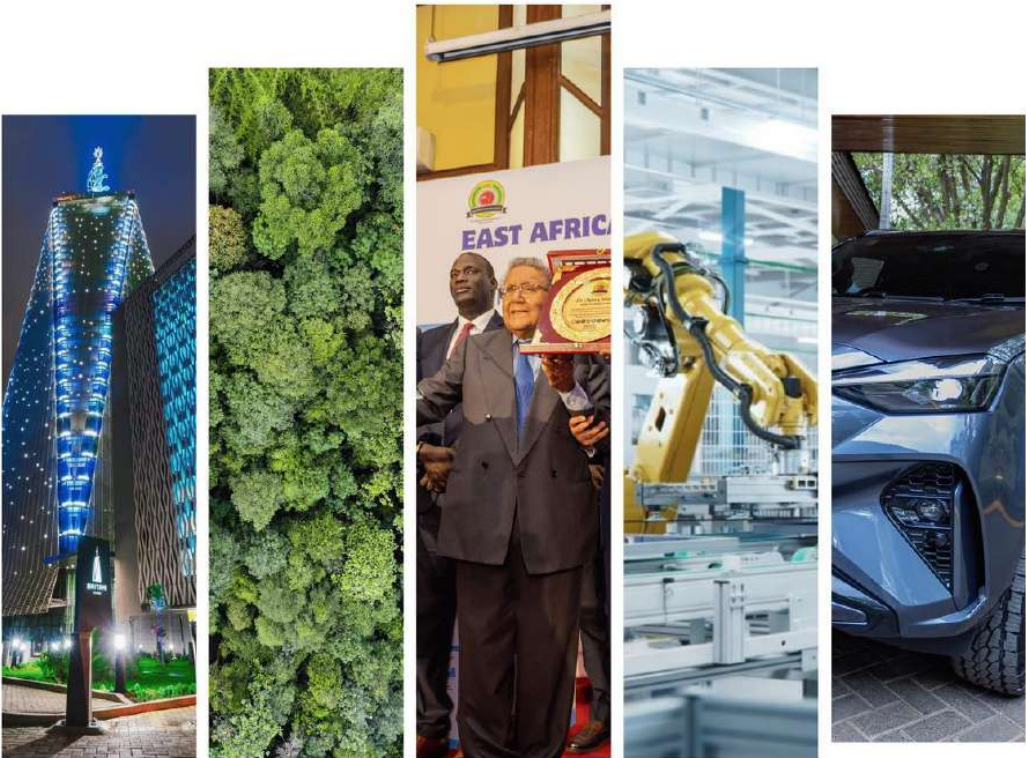
Quarterly
Magazine



EAST AFRICA BUSINESS REVIEW

Positioning East Africa Globally - Driving Trade - Unlocking Investment

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)





EXCLUSIVE CEO
INTERVIEWS



MARKET
INTELLIGENCE



SECTOR SPOTLIGHT

- Services
- Manufacturing
- Agribusiness,
- SMEs
- ESG



INVESTING IN EAST
AFRICA

Issue No. 01 | June 2026

www.eabc-online.com





East Africa Business Review

Positioning East Africa Globally. Driving Trade. Unlocking Investment.



The East Africa Business Review is the official trade, investment, and policy magazine of the East African Business Council (EABC). It is dedicated to positioning East Africa globally, driving trade, and unlocking investment by providing authoritative insights on regional policy reforms, sector developments, market intelligence, and thought leadership. Reserve your space now.

www.eabc-online.com

Magazine at a Glance



Executive Leadership Note

Insights from the Executive Director on regional priorities and reform progress.



Reform & Policy Tracker

Quarterly updates on reforms, barriers and policy shifts across the EAC.



Sector Spotlight

Trade in Services, Manufacturing, Agribusiness, MSMEs and ESG, supported by data and market analysis.

Member and Investor Spotlight

Success stories of firms, investors and enterprises benefiting from regional integration.

Programme & Project Impact

Delivering results through partnerships.

Event & Dialogue Outcomes

Key commitments secured from forums, missions and policy engagements.

Opinion & Thought Leadership

- Short op-eds from business leaders, economists and policymakers.

Opportunities Board & Advertising

Curated advertisements and selected commercial opportunities.

Member Listings

Directory & Profiles.



EAST AFRICA BUSINESS REVIEW

Positioning East Africa Globally - Driving Trade - Unlocking Investment

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)



EXCLUSIVE CEO
INTERVIEWS

MARKET
INTELLIGENCE

SECTOR SPOTLIGHT

- Services
- Manufacturing
- Agribusiness,
- SMEs
- ESG

INVESTING IN EAST
AFRICA

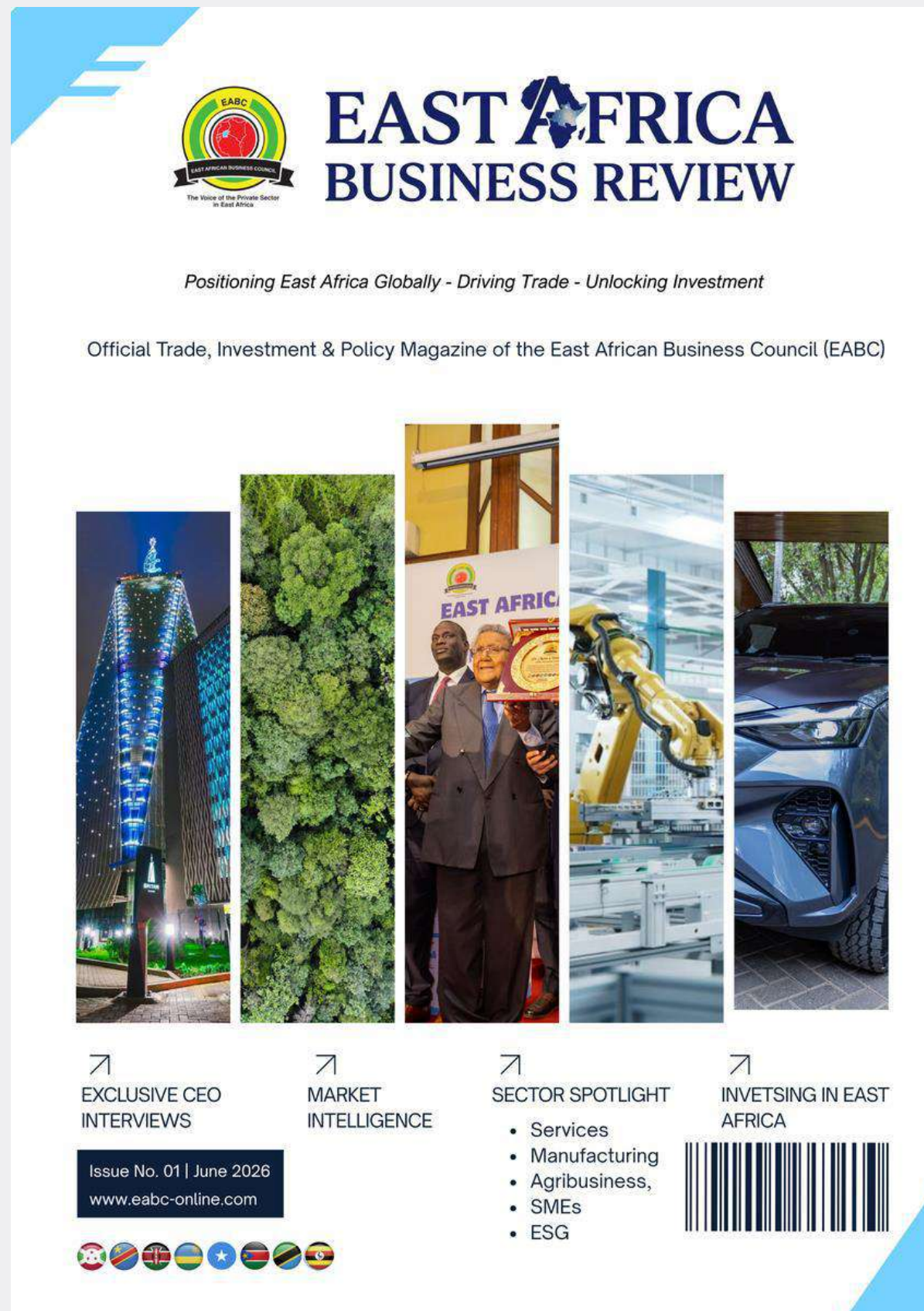


Issue No. 01 | June 2026
www.eabc-online.com



Why Advertise in the East Africa Business Review

1. Put your brand in front of East Africa's business and policy decision-makers
2. Reach corporates, regulators, investors, development partners and regional institutions in one platform
3. Associate with EABC's trusted regional voice on trade, investment and private sector reform
4. Combine advertising, thought leadership and digital amplification in one visibility offer
5. Showcase your products, services, innovation and ESG leadership in a premium publication
6. Extend visibility through targeted print, interactive PDF, website and social media distribution
7. Benefit from a platform that balances editorial credibility with sponsor visibility
8. Access tailored packages for single-issue placements or annual partnerships



Audience & Reach

How your brand is distributed:

- Digital: Interactive PDF circulation via EABC online platforms and partner networks, reaching over 100,000 people
- Social media promotion of advert in selected mainstream media platforms, including The Citizen TV (Kenya), Nation Media TV (Uganda), The Daily News (Tanzania), Iwacu – Les Voix du Burundi, TOP Congo (DRC), The New Times (Rwanda), Eye Radio Network (South Sudan), and Goobjoog Media Group (Somalia)
- Print: targeted premium circulation of 1000 copies for board meetings, policy dialogues, sponsors and priority stakeholders.
- Social: amplification through EABC LinkedIn, X, website content and event campaigns.

Featured Content & Sponsored Article Options

Why featured articles work

- Position your executives and brand as regional thought leaders
- Explain complex offers and value propositions through longer-form storytelling
- Showcase innovation, investment, sustainability and market leadership
- Combine profile visibility with digital promotion and relationship-building
- Gain recognition through a trusted EABC-branded platform
- Support lead generation and deeper stakeholder engagement

Regional
thought
leaders



Showcase
Innovation &
Investment

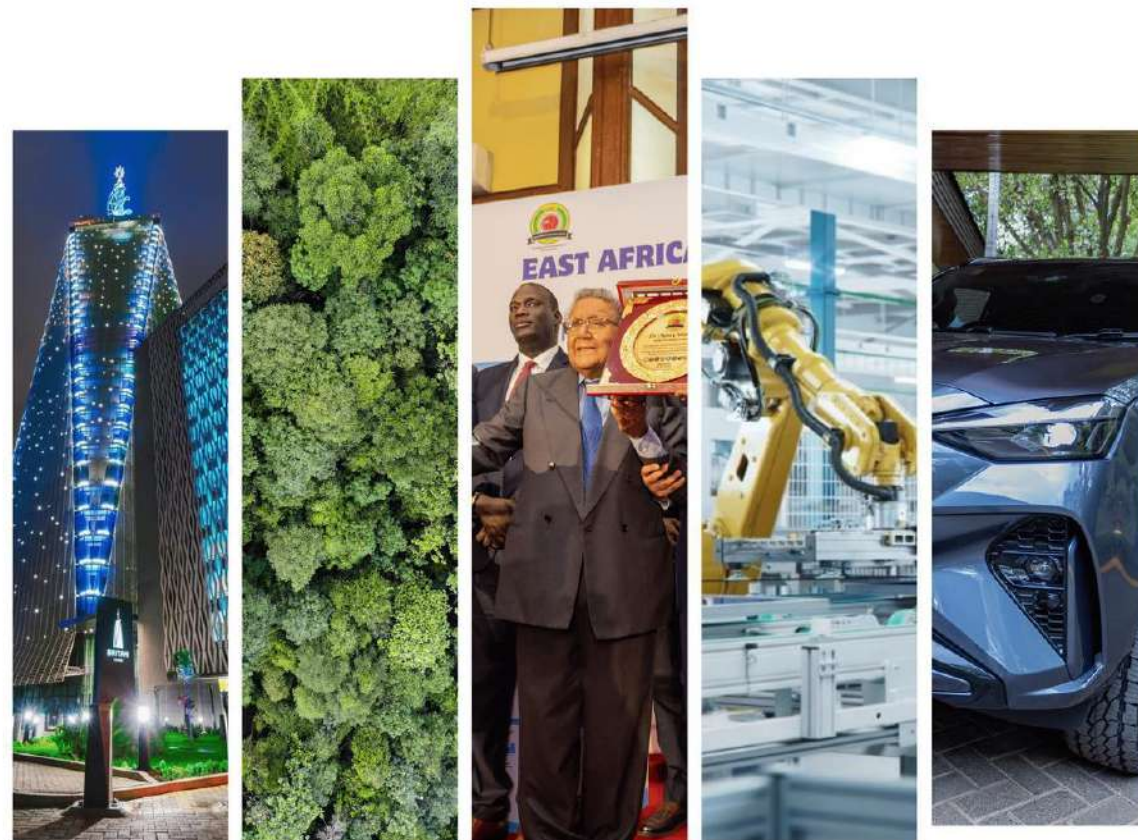




EAST AFRICA BUSINESS REVIEW

Positioning East Africa Globally - Driving Trade - Unlocking Investment

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)



EXCLUSIVE CEO
INTERVIEWS

MARKET
INTELLIGENCE

SECTOR SPOTLIGHT

- Services
- Manufacturing
- Agribusiness,
- SMEs
- ESG

INVESTING IN EAST
AFRICA



Issue No. 01 | June 2026
www.eabc-online.com



Rate Card - Adverts

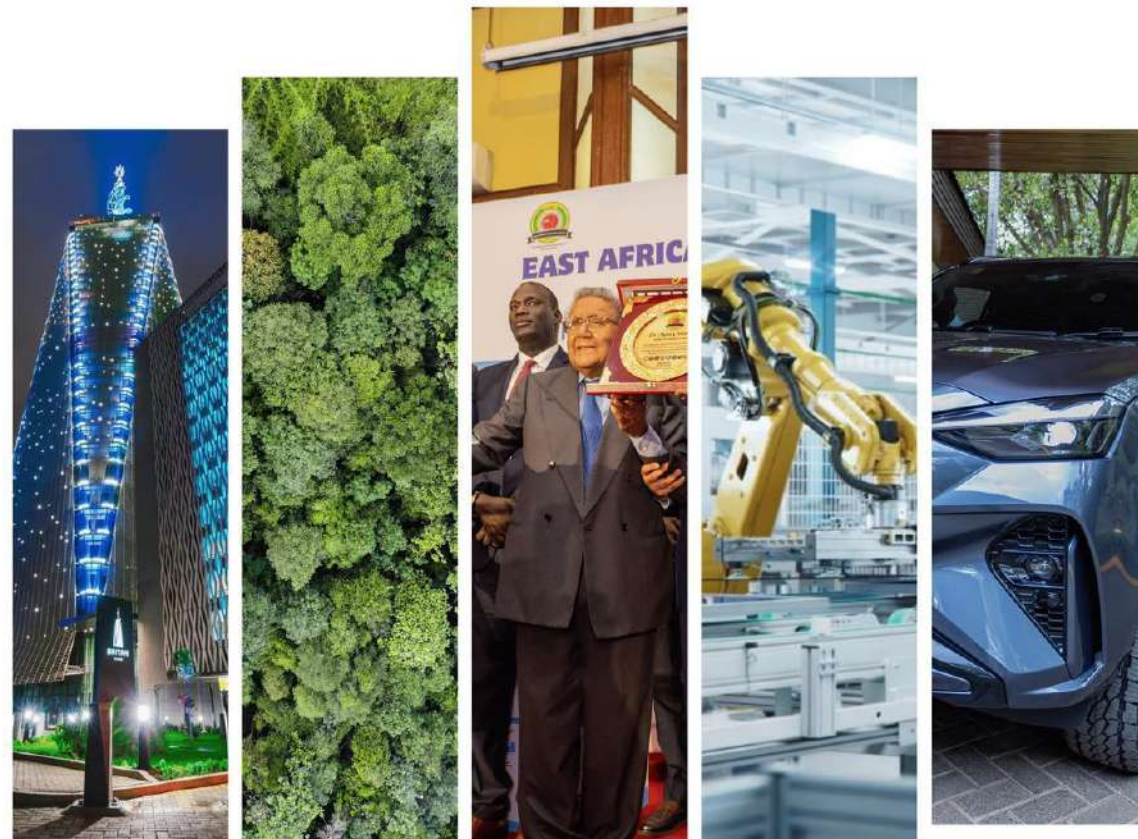
Placement	Description	Price (USD)
Back Cover (Premium)	• Full-page prime placement • 1 Social media advertisement (banner, video, article) runs on three (3) mainstream media platforms in countries of choice. • 16 Digital promotion on EABC Social media channels. • Plus, EABC Corporate Membership	4000
Inside Cover Front	• Full-page placement • 1 Social media advertisement post (video, carousel, article) runs on two (2) mainstream media platforms in countries of choice. • 8 Digital promotion on EABC Social media channels. • Plus, EABC Corporate Membership	3500
Inside Cover Back	• Full-page placement • 1 Social media advertisement post (video, carousel, article) runs on two (2) mainstream media platforms in countries of choice. • 8 Digital promotion on EABC Social media channels. • Plus, EABC Corporate Membership	3500
Full Page	• 1-page Standard advertisement, • 1 Social media advertisement post (video, carousel, article) runs on one (1) mainstream media platforms in country of choice. • 4 Digital promotion on EABC Social media channels. • Plus, EABC Medium-Size Company membership	1500
Half Page	• Half-page advertisement • 4 Digital promotion on EABC Social media channels. • Plus, EABC Small Enterprise membership	1,000
Quarter Page	• Quarter-page advertisement placement • 2 Digital promotion on EABC Social media channels. • Free for EABC members 2026	500
Business Listing Eighth or page advert	• Free for EABC members	



EAST AFRICA BUSINESS REVIEW

Positioning East Africa Globally - Driving Trade - Unlocking Investment

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)



EXCLUSIVE CEO
INTERVIEWS

MARKET
INTELLIGENCE

SECTOR SPOTLIGHT

- Services
- Manufacturing
- Agribusiness,
- SMEs
- ESG

INVESTING IN EAST
AFRICA

Issue No. 01 | June 2026
www.eabc-online.com



Rate Card - Featured Articles

Package	Description	Price (USD)
Annual Partner Anchor	• 4 issues, CEO interview, priority branding, social media advertisement promotion in mainstream media platforms in EAC countries of choice.	By agreement
Platinum Feature	• 4-5 pages branded article with logo • 1 Social media advertisement post (video, carousel, article) runs on three (3) mainstream media platforms in EAC countries of choice. • 16 Digital promotion on EABC Social media channels. • Plus, EABC Corporate Membership	4000
Gold Feature	• 2-3 pages, branded section • 1 Social media advertisement post (video, carousel, article) runs on two (2) mainstream media platforms in EAC countries of choice. • 8 Digital promotion on EABC Social media channels. • Plus, EABC Corporate Membership	3500
Silver Article	• 1-2 pages branded section • 1 Social media advertisements post (video, carousel, article) runs on one (1) mainstream media platforms in EAC countries of choice. • 4 Digital promotion on EABC Social media channels. • Plus, EABC Medim-Size Company membership	1500
1 page profile	• 1-page structured company profile or article • 2 Digital promotion on EABC Social media channels.	500 - EABC Member Rate 700 - Other Stakeholders



Our Media Partners

Leverage our accredited mainstream media partners to amplify and run your social media advertising campaigns.

- [The Citizen TV Kenya](#)
- [Nation Media TV Uganda](#)
- [NBS Uganda](#)
- [Tanzania Standards Newspaper](#)
- [Clouds Media -Tanzania](#)
- [IWACU – Les voix du Burundi](#)
- [TOP Congo – DRC](#)
- [The New Times Rwanda](#)
- [Eye Radio Network South Sudan](#)
- [Goobjoog Media Group – Federal Republic of Somalia](#)
- [Astaan TV – Federal Republic of Somalia](#)
- [Dalsan – Federal Republic of Somalia](#)

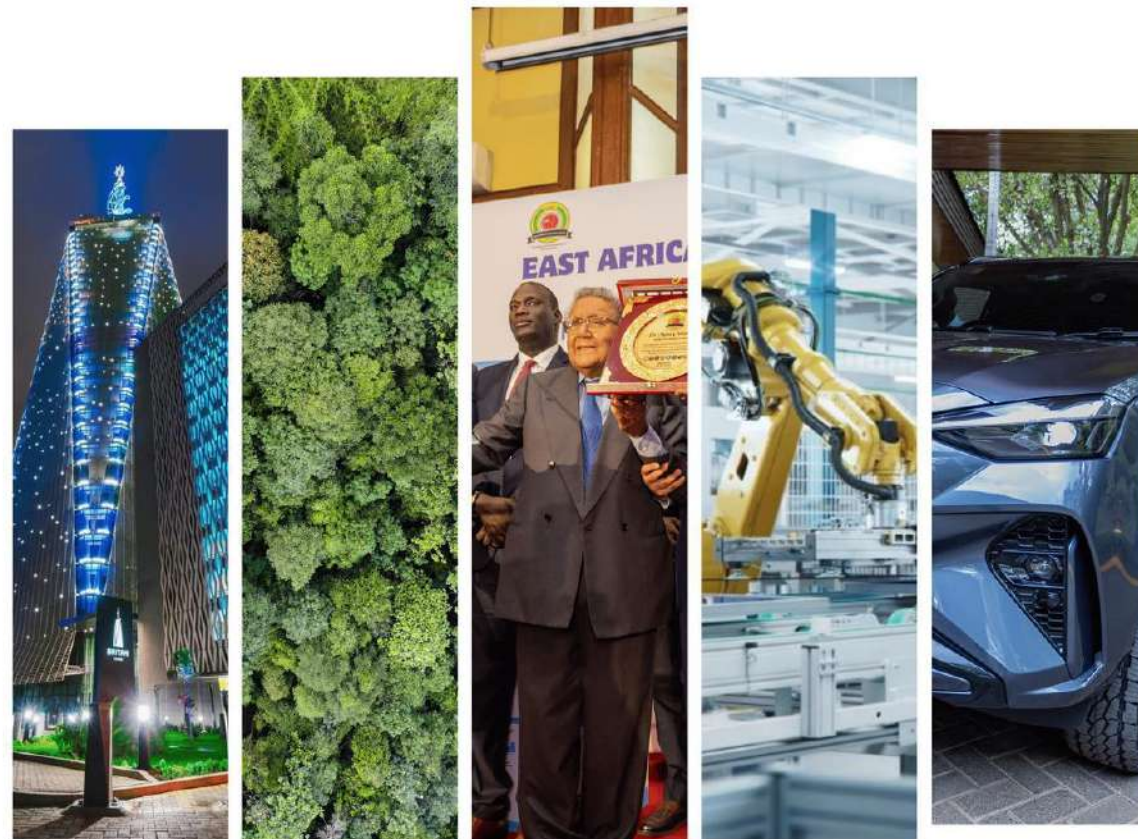




EAST AFRICA BUSINESS REVIEW

Positioning East Africa Globally - Driving Trade - Unlocking Investment

Official Trade, Investment & Policy Magazine of the East African Business Council (EABC)



↗
EXCLUSIVE CEO
INTERVIEWS

↗
MARKET
INTELLIGENCE

↗
SECTOR SPOTLIGHT

- Services
- Manufacturing
- Agribusiness,
- SMEs
- ESG

↗
INVESTING IN EAST
AFRICA



Issue No. 01 | June 2026
www.eabc-online.com



Reserve Your Space

1. [Choose a sponsored feature, advertising placement or tailored annual partnership package here](#)
2. Confirm artwork or provide a brief for sponsored content development
3. Secure placement with a signed commitment and payment confirmation
4. Receive post-publication visibility reporting to support renewals

Reserve your space in the next issue today.

Contact:

Patrick Moshi, EABC Communications and PR

Email: communications@eabc-online.com | media@eabc-online.com

Cell: +255 758489761





OUR CONTACTS

EAST AFRICAN BUSINESS COUNCIL (EABC)

9th Floor, Mafao House
Old Moshi Road | Arusha | Tanzania

P. O. Box 2617

Tel: +255 27 2520162/2

Email: info@eabc-online.com

Website: www.eabc-online.com

EABC - The Voice of the Private Sector in East Africa