

MEDIA KIT

ADVERTISING OPPORTUNITIES

INCLUDING INTERACTIVE BOOKING FORM

2026 EDITION · RATES IN USD

WHY ASSETFIN100

THE AUDIENCE BEHIND THE ASSETS

AssetFin100 Africa 2026 brings together the executives shaping how vehicles, fleets, mobility platforms, agricultural machinery, construction equipment and productive assets are financed across the continent.

57

HONOREE PROFILES

Senior executives with direct responsibility for asset finance, leasing, mobility and productive equipment.

12

ADVERTISING POSITIONS

A controlled advertising inventory designed to retain the authority and collectability of the publication.

A4

PRINT + DIGITAL

A bound A4 publication supported by a digital edition with clickable profile and advertiser links.

PAN-AFRICAN

MARKET CONTEXT

Leadership and organizations represented across banking, leasing, OEM finance, fleets and equipment markets.

WHO ADVERTISERS REACH

Banks and non-bank financiers · Leasing companies · Fleet operators · OEMs and distributors · Mobility platforms · Insurers · Telematics and technology providers · Agricultural, construction and industrial equipment businesses

THE PUBLISHER

FLEET INTELLIGENCE®

AN AFRICAN INDUSTRY INTELLIGENCE PLATFORM

Fleet Intelligence® is an Africa-focused business publishing and market-intelligence platform covering fleet management, vehicle leasing, asset finance, mobility, telematics and the productive assets that enable enterprises and economies to move. Its editorial work connects industry leadership, market developments and practical insight for decision-makers across the continent.

ABOUT ASSETFIN100 AFRICA

AssetFin100 Africa is published by Fleet Intelligence® to recognise leaders accelerating asset finance for fleets and productive assets in Africa. Honoree selection and editorial coverage remain independent of advertising participation.

PUBLISHER DETAILS

PUBLISHING BRAND	Fleet Intelligence®
LEGAL IDENTITY	A division of Translog Group Ltd.
PUBLISHER	George K'Opiyo
EDITORIAL AND ADVERTISING	george@fleetintelligence.africa
WEBSITE	www.fleetintelligence.africa

DISTRIBUTION

PRINT PRESENCE. YEAR-ROUND DIGITAL REACH.

AssetFin100 Africa combines a focused print run with continuous digital availability, giving advertisers both high-value physical visibility and sustained online access throughout the year.

ABOUT 3,000

PRINT COPIES

Distributed at Fleet Intelligence events and selected partner events around Africa.

12 MONTHS

DIGITAL AVAILABILITY

The digital edition remains available for download from fleetintelligence.africa throughout the year.

WHY PRINT IN THE AGE OF DIGITAL?

A specialist print edition is a physical signal of relevance. It reaches decision-makers in focused industry settings, remains visible after an event and gives a brand space to communicate without the distraction and short lifespan of a scrolling feed. In a curated publication, the surrounding editorial context also transfers authority: readers encounter an advertiser alongside recognised leaders, sector insight and a publication they have chosen to keep. Print therefore complements digital reach by adding presence, credibility, recall and a longer useful life to the campaign.

THE COMBINED VALUE

Event-led print distribution creates concentrated encounters; year-round digital access extends discovery and response.

ADVERTISING INVENTORY

TWELVE POSITIONS. ONE SPECIALIST AUDIENCE.

01	**OPENING PREMIUM POSITION** Immediately after trophy showcase	USD 3,300
02	**PREMIUM RIGHT-HAND PAGE** Editorial adjacency	USD 2,700
03	**PREMIUM RIGHT-HAND PAGE** Contents adjacency	USD 2,700
04–10	**STANDARD FULL-PAGE POSITION** Seven run-of-book placements	USD 1,950 each
11	**INSIDE BACK COVER** Final inside commercial page	USD 3,700
12	**OUTSIDE BACK COVER** Highest-visibility position	USD 4,650

COMMERCIAL ADD-ONS

Industry-category exclusivity	ADD 25%
Website, LinkedIn and newsletter package	USD 800–1,550

PRODUCTION

ARTWORK AND BOOKING SPECIFICATIONS

TRIM SIZE

210 × 297 mm · A4 portrait

BLEED SIZE

216 × 303 mm · 3 mm bleed on all sides

LIVE AREA

20 mm at the binding edge · 15 mm at all other edges

COLOUR

CMYK · total ink coverage no more than 300%

RESOLUTION

300 ppi at final reproduction size

FILE STANDARD

PDF/X-4 or PDF/X-1a · fonts embedded or outlined

BOOKING CONDITIONS

01 All rates are invoiced in United States dollars and exclude applicable taxes.

02 Space is confirmed after receipt of the completed form, payment and written acceptance.

03 Advertisers must supply print-ready artwork that meets all stated specifications.

04 Editorial recognition, honoree selection and profile coverage cannot be purchased.

05 Advertisers are responsible for permissions, trademarks, claims and supplied material.

06 Position availability is allocated on a first-confirmed basis.

BOOKINGS AND EDITORIAL CONTACT

george@fleetintelligence.africa

BOOKING SUBMISSION

PAYMENT AND DELIVERY REQUIREMENTS

A COMPLETE BOOKING MUST INCLUDE

01 The completed and authorised advertising booking form.

02 Proof of payment for the agreed advertising amount.

03 Final print-ready artwork supplied to the stated production specification.

BANK DETAILS

BANK	Co-operative Bank of Kenya Ltd.
BANK ADDRESS	Co-op Bank House, Nairobi, Kenya
SWIFT CODE	KCOOKENA
ACCOUNT NO.	02102809453003
BENEFICIARY	TRANSLOG GROUP LTD.

SUBMIT ALL THREE ITEMS TO

george@fleetintelligence.africa

Bookings remain subject to availability and written confirmation by Fleet Intelligence®.

INTERACTIVE BOOKING FORM

ADVERTISER AND BILLING DETAILS

COMPANY / ORGANISATION

ADVERTISED BRAND

PRIMARY CONTACT

JOB TITLE

EMAIL ADDRESS

TELEPHONE / WHATSAPP

COUNTRY

WEBSITE

BILLING ADDRESS

TAX / VAT NUMBER

PURCHASE ORDER NUMBER

BILLING EMAIL

ADVERTISING CATEGORY

CAMPAIGN OBJECTIVE / MESSAGE

INTERACTIVE BOOKING FORM

SELECT ADVERTISING POSITION(S)

- ☐ 01 · Opening premium position — **USD 3,300**
- ☐ 02 · Editorial-adjacent premium page — **USD 2,700**
- ☐ 03 · Contents-adjacent premium page — **USD 2,700**
- ☐ 04 · Standard full-page position — **USD 1,950**
- ☐ 05 · Standard full-page position — **USD 1,950**
- ☐ 06 · Standard full-page position — **USD 1,950**
- ☐ 07 · Standard full-page position — **USD 1,950**
- ☐ 08 · Standard full-page position — **USD 1,950**
- ☐ 09 · Standard full-page position — **USD 1,950**
- ☐ 10 · Standard full-page position — **USD 1,950**
- ☐ 11 · Inside back cover — **USD 3,700**
- ☐ 12 · Outside back cover — **USD 4,650**

OPTIONAL SERVICES

- ☐ Industry-category exclusivity · add 25%
- ☐ Website, LinkedIn and newsletter package · USD 800–1,550

AGREED ADVERTISING RATE (USD)

APPLICABLE TAX (USD)

TOTAL INVOICE AMOUNT (USD)

ARTWORK DELIVERY DATE

INTERACTIVE BOOKING FORM

ARTWORK AND AUTHORISATION

ARTWORK STATUS

- [ ] Final print-ready artwork is attached
- [ ] Proof of payment is attached

ARTWORK CONTACT NAME AND EMAIL

PLACEMENT NOTES / SPECIAL INSTRUCTIONS

AUTHORISATION

- [ ] I confirm that I am authorised to place this booking and accept the stated rates, specifications and booking conditions.

AUTHORISED NAME

TITLE / POSITION

TYPED SIGNATURE

DATE

RETURN FORM, PROOF OF PAYMENT AND ARTWORK TO

george@fleetintelligence.africa