

The Leading Source of Business, Economic and Political Analysis on North Africa

Readership Profile

The North Africa Journal

P.O.Box 1001, Concord, MA 01742 - USA

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Updated July 2009

North Africa Strategic Position: The Next Opportunity for Your Business

- Leading Supplier of Energy to EU and WW Markets
- Emerging Market with 80 million+ Consumer Potential
- Signed Free-Trade Agreements with EU, the US, regional FTAs and WTO
- Emerging Industries Include Pharmaceuticals, Banking, Automobiles and Industrial Vehicles, Manufacturing Facilities, Consumer Goods, Water, Agriculture...
- Widespread Liberalization Efforts
- Positive Prospect for Libya as it Re-entered Global Markets
- Major Infrastructure and Energy Market

Strategic Analysis on North African Affairs Since 1996

THE NORTH AFRICA JOURNAL

What is The North Africa Journal?

- The only English language service that focuses entirely on North Africa's business, economy and politics
- Based in Boston, MA, USA
- Maintains correspondents (both individuals and institutions) in North Africa.
- Is read by over 62,000 individuals representing major corporations operating in the oil & gas, pharmaceuticals, manufacturing, infrastructure and other sectors as well as the media, government institutions, multinational organizations, NGOs, academia and individuals

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Business Model

Hybrid Subscription Model

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graph TD; A[Hybrid Subscription Model] --> B["Paying subscribers  
35% of readers"]; A --> C["Controlled Circulation  
Free subscribers  
Selected individuals  
65% of readers"]; B --- D["- Full access to database  
and PowerSearch  
- Email communications"]; C --- E["- Limited access  
- Email communications"]; C --- F["Enablers for other services  
such as paid briefings, special  
projects and consulting services"];
```

Paying subscribers
35% of readers

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*Enablers for other services
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What are Our Services

- **Briefs** are short summary reports on latest business, economic and political events in Algeria, Morocco, Tunisia, Libya and Mauritania
- **Weekly Analysis** focusing on main business and political events. Target sectors include: oil and gas, industry, automotive, finance/banking, corporate profiles, governance, corporate announcements, agriculture, tourism and other.
- **In-Depths** are featured reports on special topics
- **PowerSearch** is a search engine allowing researchers to seek information on industry topics, companies, and other critical information

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What are our Delivery Formats

- **Brief** are Web exclusive. They are posted daily through a state-of-the art publishing system that insures speed, proper indexing and organizing.
- **Weekly Analyses** are delivered in various formats. They are pure Web-based HTML postings, PDF files, and soon in actual print and fax formats.
- **In-Depths** are also delivered in various formats. They are pure Web-based HTML postings, PDF files, and soon in actual print format.
- **Upcoming: Print-on-Demand** with above documents to be made available via Hewlett-Packard's cloudMag service

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BRIEF READERS' PROFILE

Based on April 2009 Reader Survey

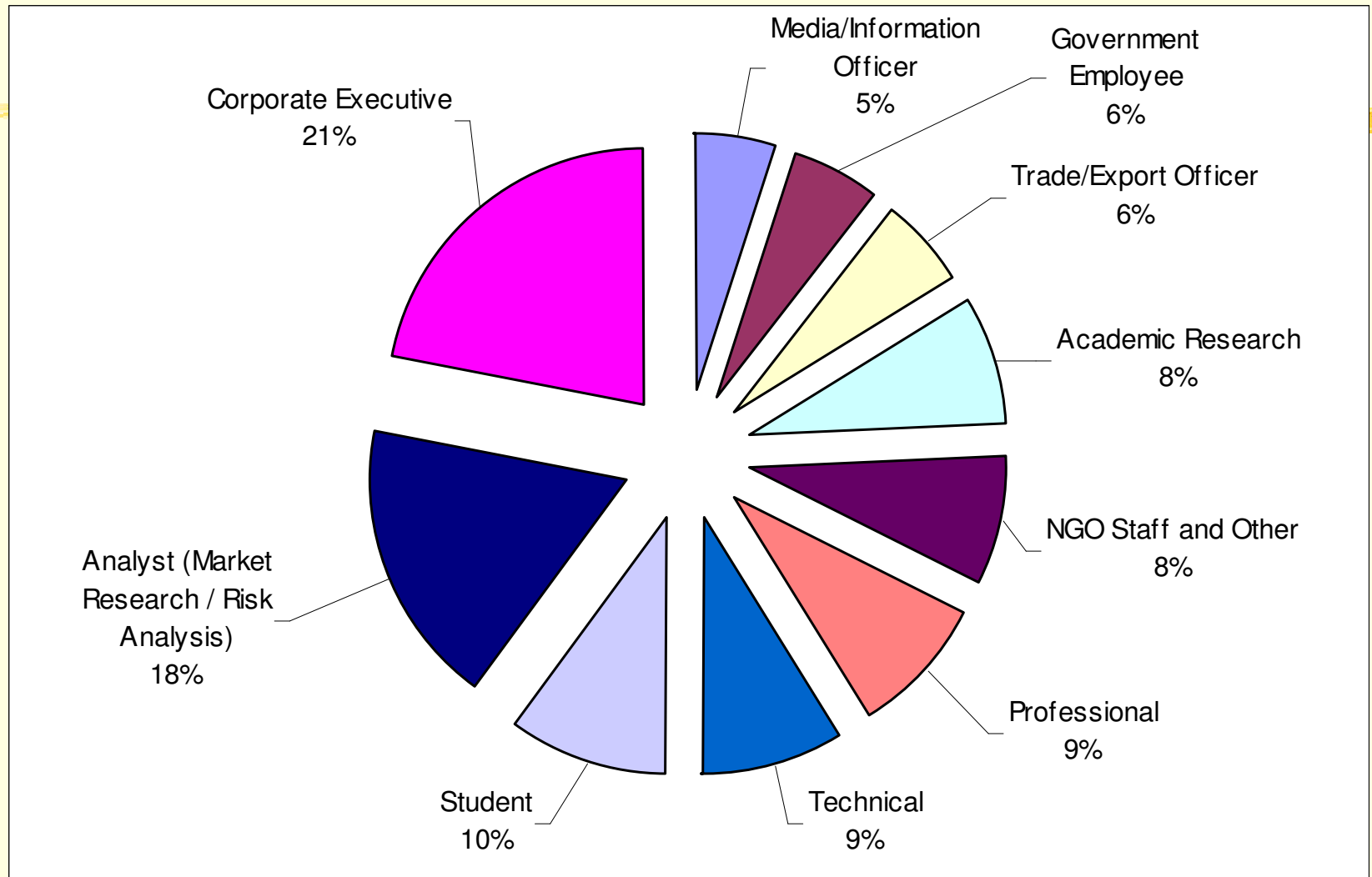
Respondents: 6,821

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Introducing Our Readers: Professional Categories

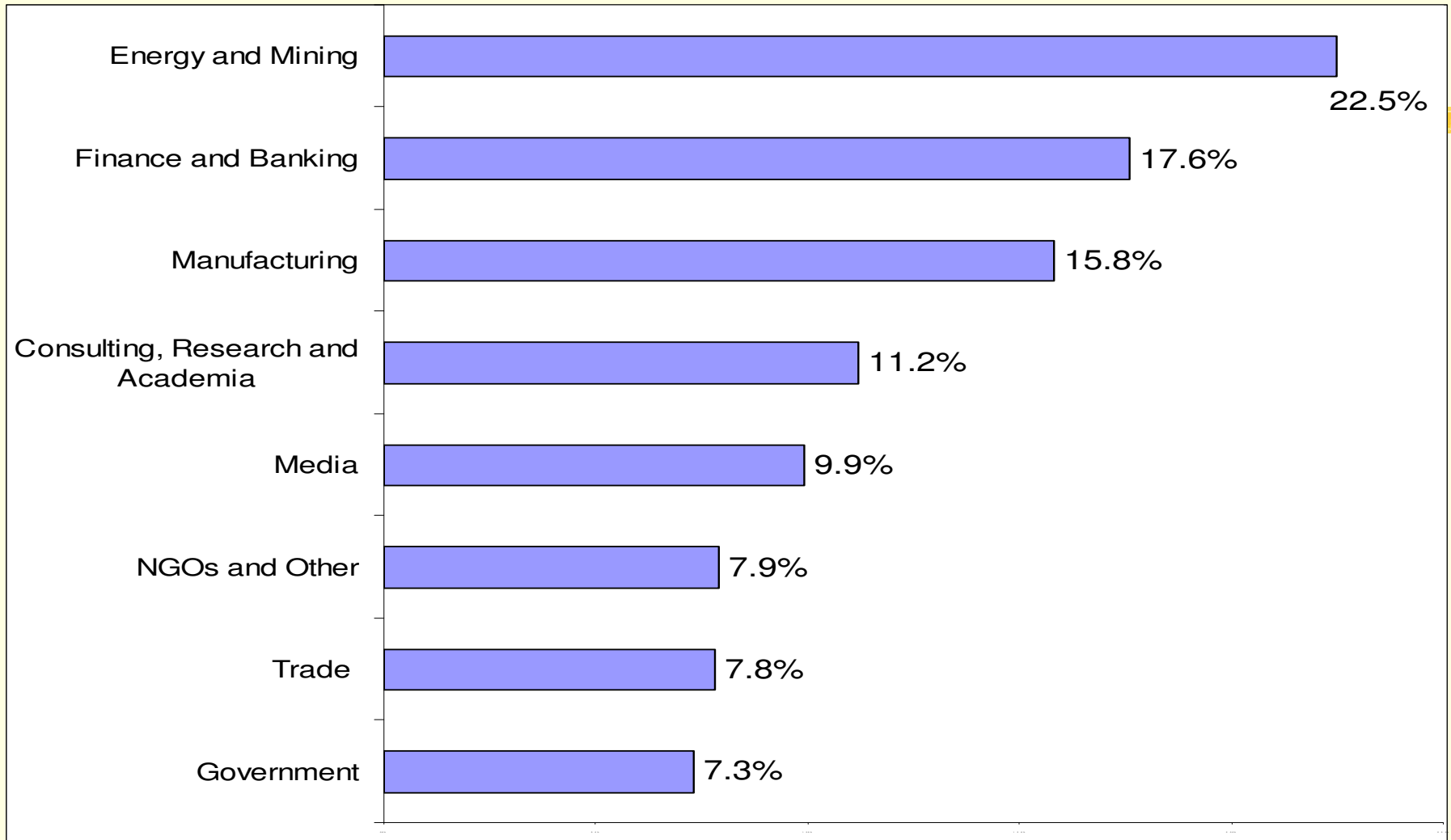
Based on 6,821 readers responding to readership survey - April 2009



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Introducing Our Readers: Business Sector

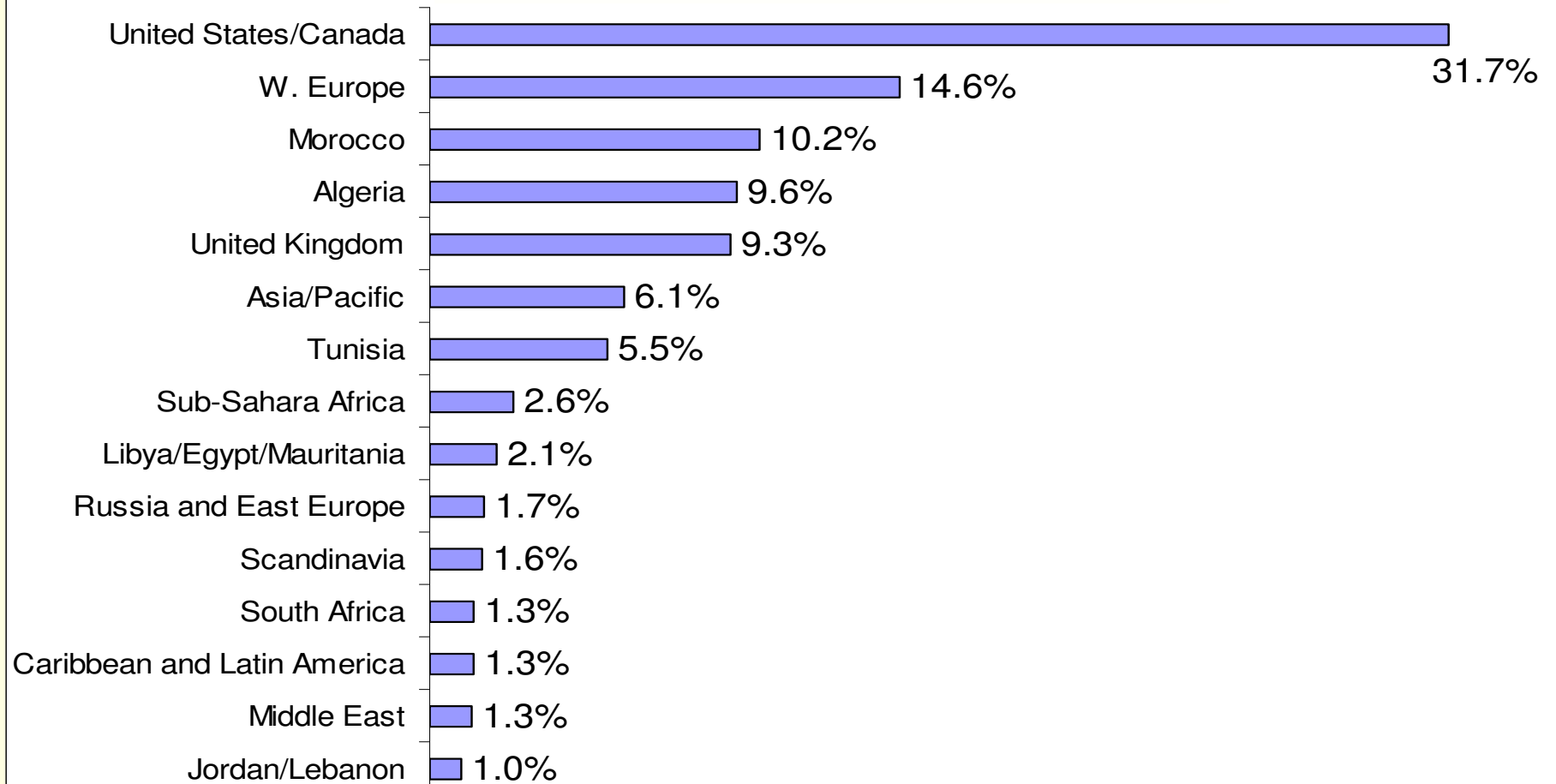
Based on 6,821 readers responding to readership survey – April 2009



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Readers' Country of Origin as percent of Base

N=6,821



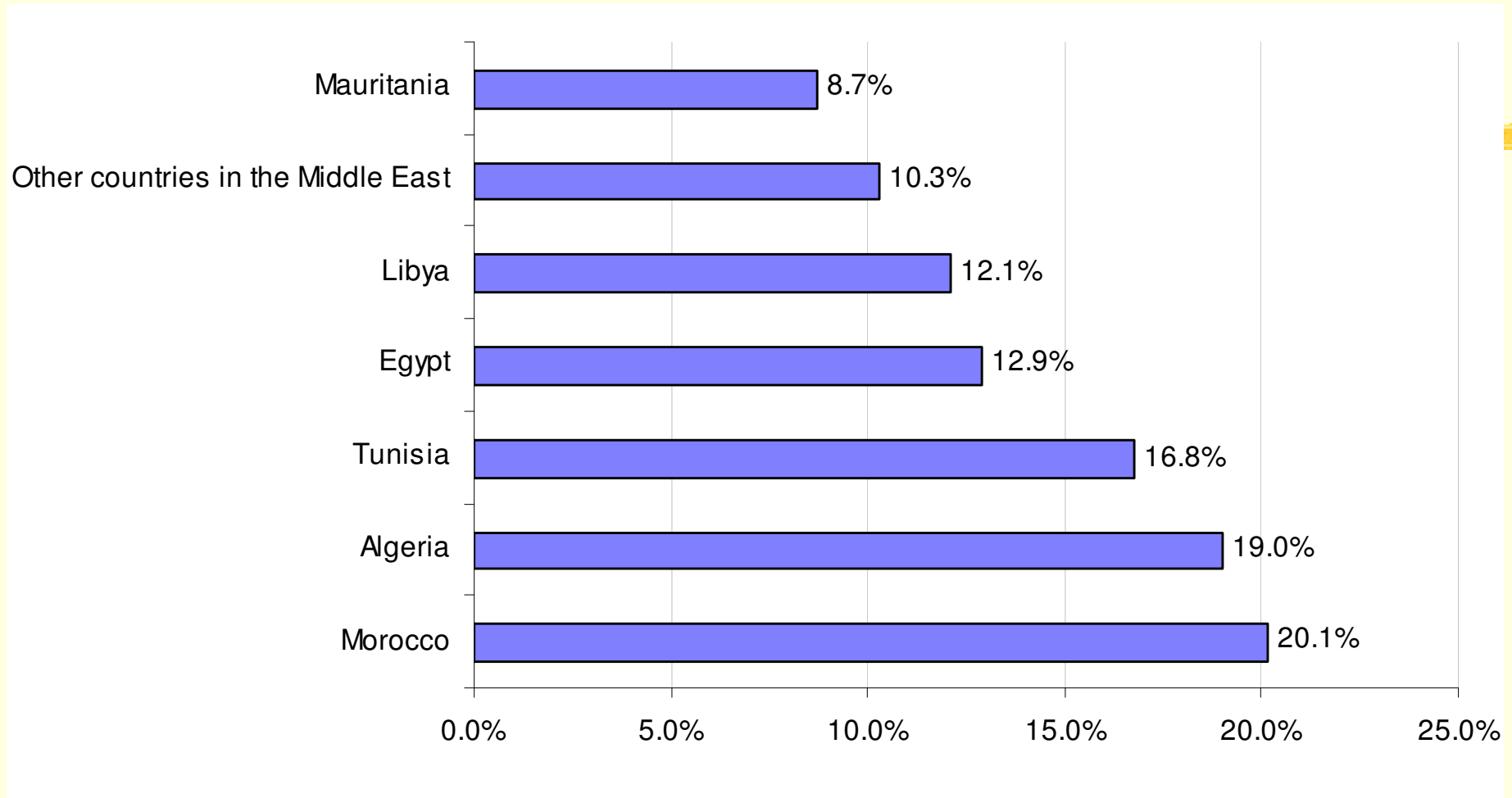
Note: W. Europe excludes United Kingdom and Scandinavia

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Introducing Our Readers: Country(ies) of Interest

Based on 6,821 readers responding to readership survey – April 2009

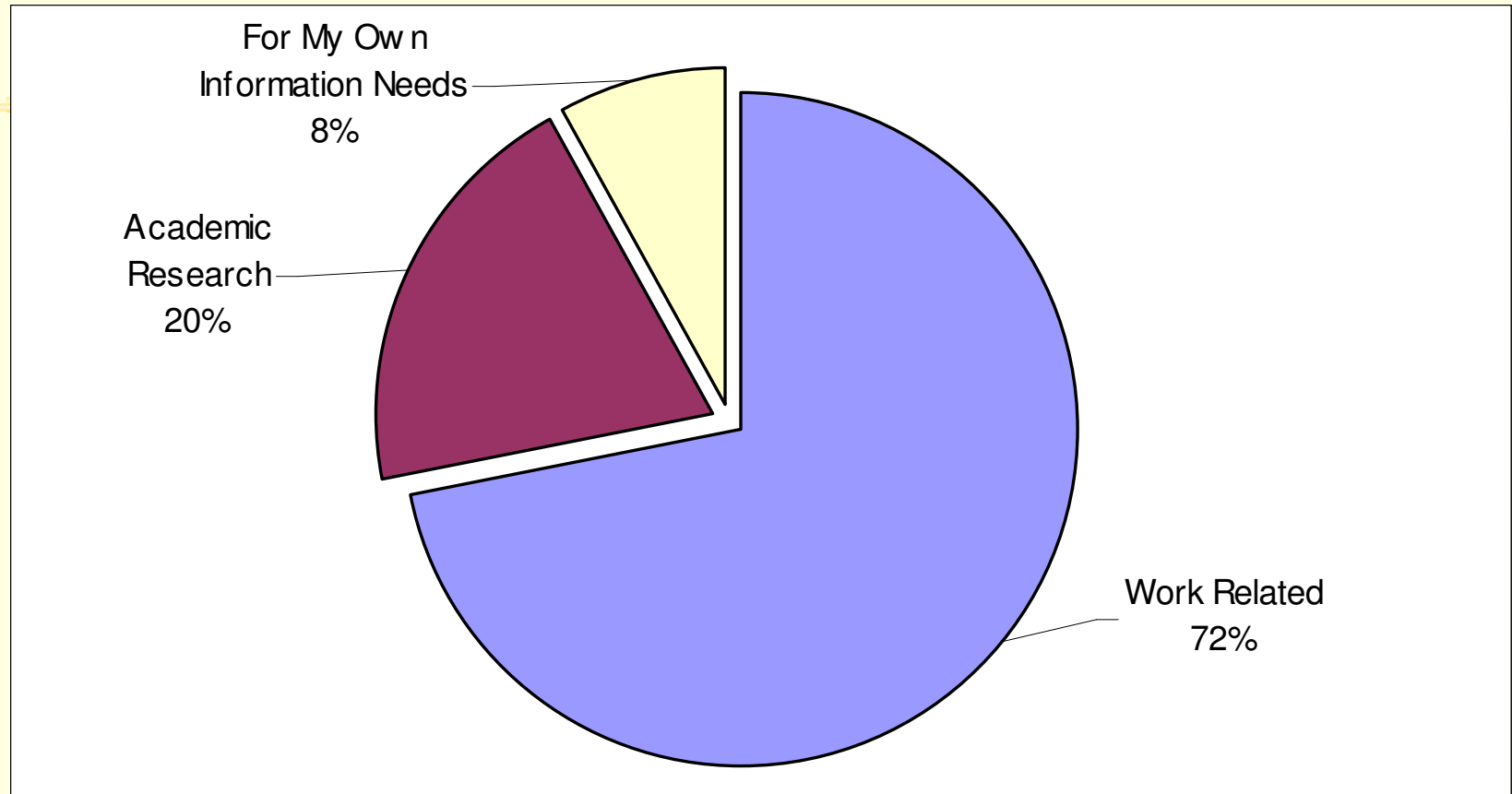


4,612 readers responded to this question
Multiple answers allowed

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Introducing Our Readers: Work Vs. Academic Vs. Personal Interest

Based on 6,821 readers responding to readership survey – April 2009



4,741 readers responded to this question
Multiple answers allowed

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Contact Us:

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