

Forbes Africa shows growth in circulation

[Forbes Africa](#) magazine, the continent's first-ever international business publication localised for the African executive, has reached its highest-ever circulation with an average of 21,471 copies distributed each month during the first quarter of this year.



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According to the African Bureau of Circulations of South Africa, circulation grew by 22.5% from the previous quarter, from an average of 17,538 copies circulated. The magazine's overall year-on-year growth is at 54%.

The magazine, which has been on shelves since October 2011, encompasses both the detail and personality, bringing a unique perspective to business media reporting that is delivered in a sharp, in-depth and engaging fashion.

"I am thrilled. This is the realisation of a dream for us at Forbes Africa," says Chris Bishop, managing editor of Forbes Africa. "We have worked hard for nearly two years in the belief that Africa needs a high-quality business magazine and it proves it is so. I also thank our growing army of readers in Nigeria, Ghana and Kenya for their support. We will be working even harder to make sure we give our readers the best business magazine on the continent," says Bishop.

High demand

"Our growing circulation numbers are a testament to the demand for a publication like Forbes Africa," says Davlynne Lidbetter, general manager of Forbes Africa. "We went digital in March and will be rolling out a distribution strategy to reach all readers, across both print and digital platforms."

As the sixteenth English-language edition of the highly successful Forbes magazine, Forbes Africa has distinguished itself as a key title, renowned for its many lists based on the levels of global wealth and power. Forbes Africa reached yet another milestone recently when the magazine launched its digital edition. The magazine is currently being distributed throughout South Africa, Namibia, Mozambique, Zambia, Zimbabwe, Kenya, Tanzania, Rwanda, Uganda, Nigeria and Ghana.

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