

BPA to audit *Africa Telecoms*

Global media auditor, BPA Worldwide has announced that *Africa Telecoms* is to become its first audited title published by an African media owner. Published by 3i Publishing in Cape Town, South Africa, *Africa Telecoms* will launch in November 2009.

It will focus on the African telecoms and IT sectors and, editorially, aims to provide analysis of trends and technologies pertinent to the sectors in Africa as well as developments worldwide that will have an impact on the continent.

“Since *Africa Telecoms* magazine will have a worldwide circulation, we felt that we had to deliver a globally-recognised circulation audit in order to achieve credibility and respect for our publication,” explains executive editor Mohammed Khan. “In so doing, we are making a statement of intent for *Africa Telecoms* and what we hope to achieve from the outset.”

3i Publishing plans to use the BPA certificate to indicate to both current and potential advertisers that its circulation figures can be substantiated.

“We intend to fully utilise BPA's value-added services to ensure that we maintain the standards and quality of the publication. This is all part and parcel of the membership, including our digital media, and we hope to take full advantage of BPA's experience and expertise within the industry,” adds Khan.

Stuart Wilkinson, BPA Worldwide's managing director for EMEA, complimented 3i for committing itself to independent verification and commented that this was an important move for a title looking to sell advertising in the international technology sector.

“For a media owner to commit itself to BPA's rigorous, internationally recognised audit standards is an important step forward. It shows that media owners are increasingly recognising the importance of such auditing in developing media markets and that clients and agencies are seeking reassurances of ROI on their investments in emerging territories as they do in advanced media economies.”