

AFRICA IN FACT

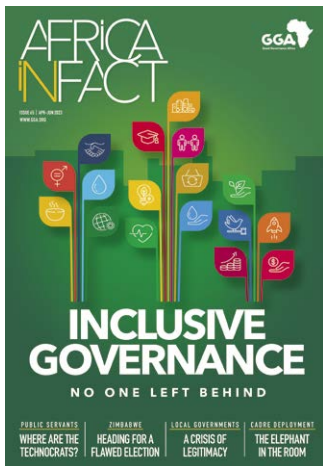
2023 | MEDIA KIT

WHAT WE DO

Africa in Fact offers our pan-African audience unparalleled insights into the diverse themes shaping the continent through our ecosystem of thought-provoking articles and digital multimedia offerings. With contributions from our in-house think tank of researchers, respected academics, journalists and thought leaders, our content is dedicated to enhancing governance performance across the continent while tackling the pressing challenges of our time and empowering our readers to confront and address them directly.



OUR PUBLICATIONS

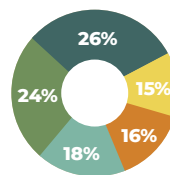


In collaboration with our reputable partners, Business Class Lounges, Mail & Guardian, and Media Connect, our readership reach extends to an impressive **1,045,373 individuals.**

8,744 readers in 8 months*

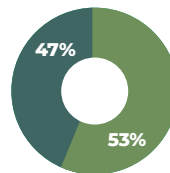
*Africa in Fact Insights launched in Oct 2022

OUR AUDIENCE



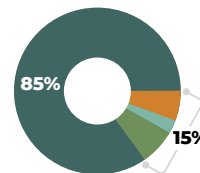
AGE

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- +55 years



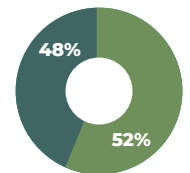
GENDER

- Male
- Female



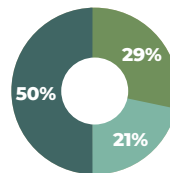
RACE

- Black
- Coloured
- Indian
- White



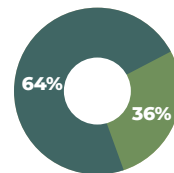
MARITAL STATUS

- Married / With Partner
- Single / Divorced



EDUCATION

- Post Matric
- Matric
- Other



EMPLOYMENT

- Employed
- Undefined



AVERAGE INCOME

SOCIAL



60,000 followers



11,500 followers



6,611 followers



1,504 subscribers



2,800 followers

ONLINE

Our websites, www.gga.org and www.africainsights.com, collectively receive an average of:

42,000
MONTHLY UNIQUE USERS

62,000
MONTHLY PAGE IMPRESSIONS

NEWSLETTER



45,305 subscribers

With a total distribution of **113,047** newsletters per month. Of this, we have an engagement rate of **38%**.

AFRICAINFACT

2023 | MEDIA KIT

2023 | Deadlines

ISSUE	THEME OF THE EDITION*	BOOKING	MATERIAL	ON SHELVE	
#64	Jan-Mar 2023	Transnational Crime	Mon 05 December	Fri 09 December	Mon 02 January
#65	Apr-Jun 2023	Inclusive Governance	Mon 20 March	Fri 24 March	Mon 03 April
#66	Jul-Sep 2023	Africa's Just Energy Transition	Mon 19 June	Fri 23 June	Mon 03 July
#67	Oct-Dec 2023		Mon 18 September	Fri 22 September	Mon 02 October
#68	Jan-Mar 2024		Mon 11 December	Fri 15 December	Mon 01 January

*The theme of each edition may change as required

Quarterly AiF Journal Rates (excl VAT)

PARTNER SPONSORSHIP PACKAGE	POA
SPECIAL POSITIONING	STANDARD
Inside Front Cover	R43 350,00
First DPS	R35 500,00
Second DPS	R33 000,00
Opposite Credits Page	R20 500,00
Inside Back Cover	R23 500,00
Outside Back Cover	R23 500,00
ADVERTISEMENTS	STANDARD
Double-Page Spread	R33 500,00
Full Page	R20 100,00
Half Page	R14 070,00
ADVERTORIALS (excl. production costs)	STANDARD
Double Page	R31 500,00
Full Page	R18 900,00
Half Page	R13 230,00

PRINT ISSUE MATERIAL REQUIREMENTS (width x height)

SIZE	TRIM	BLEED	TYPE
DPS	352 x 254mm	358 x 260mm	332 x 234mm
Full page	176 x 254mm	182 x 260mm	156 x 234mm

FORMAT: CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing) **RESOLUTION:** 300dpi **MAX TOTAL INK:** 300%

Monthly AiF Insights Rates (excl VAT)

PARTNER SPONSORSHIP PACKAGE	POA
SPECIAL POSITIONING	STANDARD
Inside Front Cover (page 2, after cover)	R19 500,00
Opposite Credit Page (between GGA's video pages)	R16 250,00
Opposite Crystal Orderson or Dianna Games pages	R9 300,00
ADVERTISEMENTS	STANDARD
Full Page	R9 100,00
Half Page	R6 500,00
ADVERTORIALS (excl. production costs)	STANDARD
Double Page	R14 200,00
Full Page	R8 600,00
Half Page	R6 100,00

DIGITAL ISSUE MATERIAL REQUIREMENTS (width x height)

SIZE	TRIM	BLEED	TYPE
Full page	120 x 180mm	126 x 186mm	112 x 172mm
Half page	58 x 180mm	64 x 186mm	54 x 172mm

FORMAT: CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing) **RESOLUTION:** 300dpi **MAX TOTAL INK:** 300%

PACKAGE DEAL (excl VAT)

COMBINE DIGITAL WITH PRINT FOR GREAT EXPOSURE	
Full Page AiF Monthly Insights	R44 500,00
Full Page AiF Quarterly Journal	
2-Week Newsletter Banner (300 x 600)	
Full Corporate Profile	

Newsletter Rates (excl VAT)

NEWSLETTER SPONSORSHIP	STANDARD
INCLUDES: x1 Advertorial (200 words), x1 Logo, x1 Banner Advert	R6 500,00*
ONLINE RATES (PER WEEK)	STANDARD
Banner Advert (728 x 90) + Mobile size (300 x 250)	R2 500,00

*Newsletters are sent to over **45,305** subscribers every week.

Online Rates (excl VAT)

ONLINE RATES (ONE MONTH)	STANDARD
Large Banner Advert (1400 x 500)	R15 200,00
Banner Advert (728 x 90) + Mobile size (300 x 250)	R9 500,00
Side Panel Advert (300 x 600)	R8 100,00
Island Rectangle (300 x 250)	R4 500,00
SITE TAKEOVER PACKAGE	STANDARD
Banner Advert (728 x 90) + Mobile size (300 x 250)	R23 500,00
Side Panel Advert (300 x 600)	
Island Rectangle (300 x 250)	
CORPORATE PROFILE	STANDARD
2 months, 500 - 700 words	R30 000,00
3 Images with captions	
1 Banner Advert (horizontal or side panel)	

DIGITAL MATERIAL REQUIREMENTS (width x height)

FORMAT: RGB, JPEG / FLASH / PNG files **RESOLUTION:** 72dpi.

WEBSITE URL: Please include the URL link your banner should link to

All advertising rates quoted in this document are net rates, excluding VAT. No media agency fee or settlement discount apply. 100% cancellation fee applies should any cancellation be made after booking deadline

CONTACT

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www.gga.org

www.africanfact.com