



The African story, from the African perspective

2024 New African Media Kit

Updated 18 January 2024 11:05 am | 1

MISSION STATEMENT

New African magazine was founded in 1968, giving unique insight into African current affairs from the African perspective. Through vigorous debate, insight and analysis, we help shape the African agenda by leading and influencing the conversation on African issues. Our expert insights and analysis turn information into knowledge.

Today, New African is an online powerhouse of news, opinions, and content that invites its global readership to explore the key trends and themes shaping the future of the African continent, and its place on the global stage.

OUR READERS

TRUST

87%

feel *New African* is the most trusted Pan-African source of information

MARKET LEADER

93%

believe *New African* offers something more compared to other news sources on Africa

QUALITY

39%

are senior managers in the private sector

34%

are policy makers

80%

have purchasing authority

EDUCATED

87%

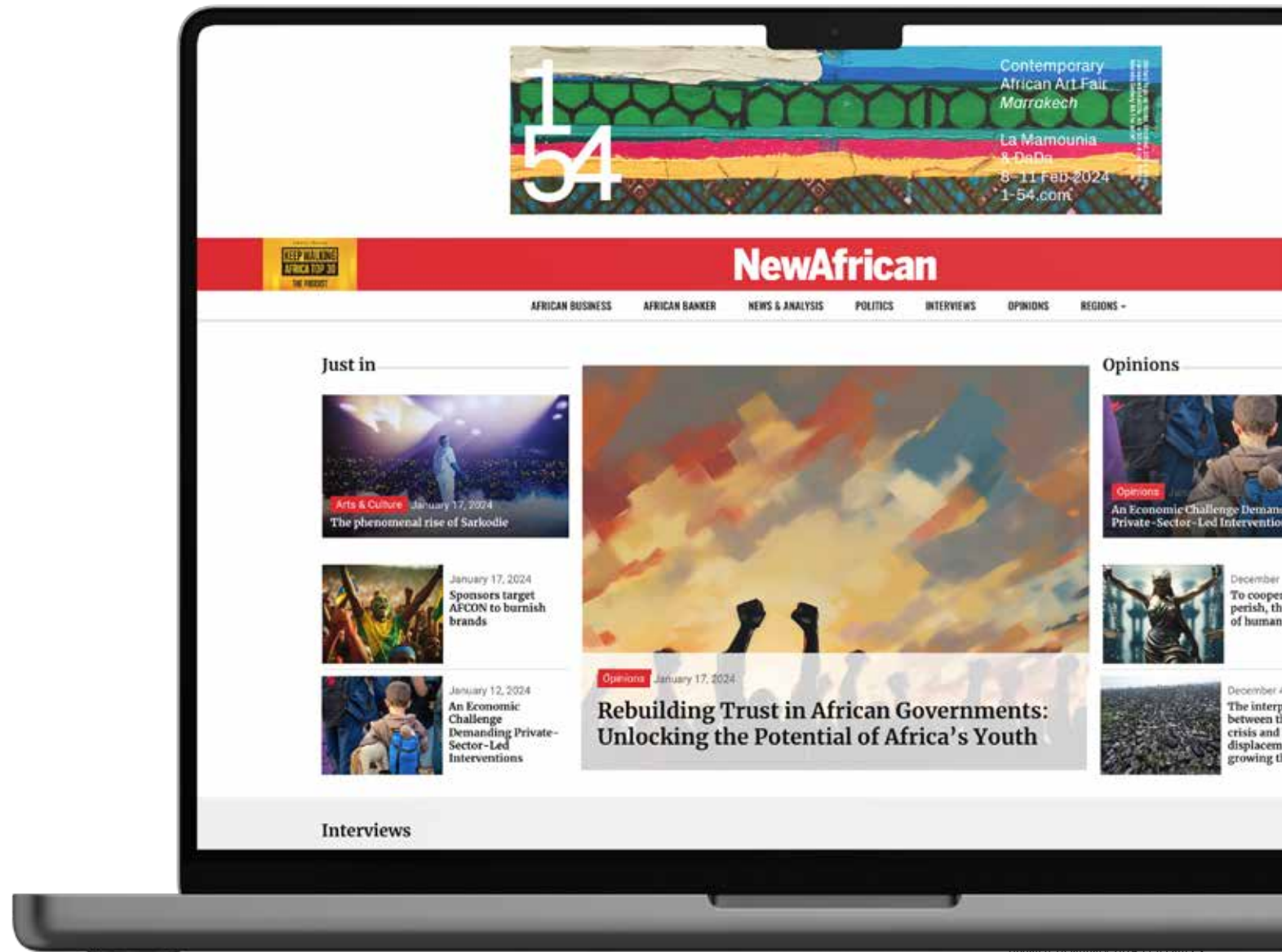
have a bachelor degree or higher

LOYAL

58%

have been reading *New African* for 5+ years

Figures based on internal reader survey



DIGITAL RATES

WEBSITE

PRODUCT (GBP)	CPM	1 WEEK	1 MONTH
BILLBOARD (ABOVE THE FOLD)	95	800	2,600
BILLBOARD (BELOW THE FOLD)	80	680	2,200
LEADERBOARD	80	650	2,000
DMPU	55	530	1,700
TAKEOVER	-	3,300	10,500

NEWSLETTER

PRODUCT (GBP)	1 WEEK	2 WEEKS	1 MONTH
NEWSLETTER BANNER	1,500	2,700	4,500
SPONSORSHIP	3,000	5,400	9,000

Unique readers per month:

55,000

Newsletter Subscribers:

77,000+

Page views per month:

60,000+

Average time spent
per page:

03:27

Digital Specifications

STANDARD CREATIVE GUIDELINES

DIGITAL AD SIZE	DIMENSIONS	MAX FILE WEIGHT	ACCEPTED FILE TYPES
BILLBOARD	970 x 250px	150 Kb	.jpg/ .png/ .gif
LEADERBOARD	728 x 90px	150 Kb	.jpg/ .png/ .gif
DMPU	300 x 600px	150 Kb	.jpg/ .png/ .gif
NEWSLETTER BANNER	600 x 150px	150 Kb	.jpg/ .png/ .gif

1.57M
impressions
across our digital and
social media channels
every month