

# CREATING THE DREAM AFRICA

## NewAfrican

**The African story, from the African perspective**

## **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%**

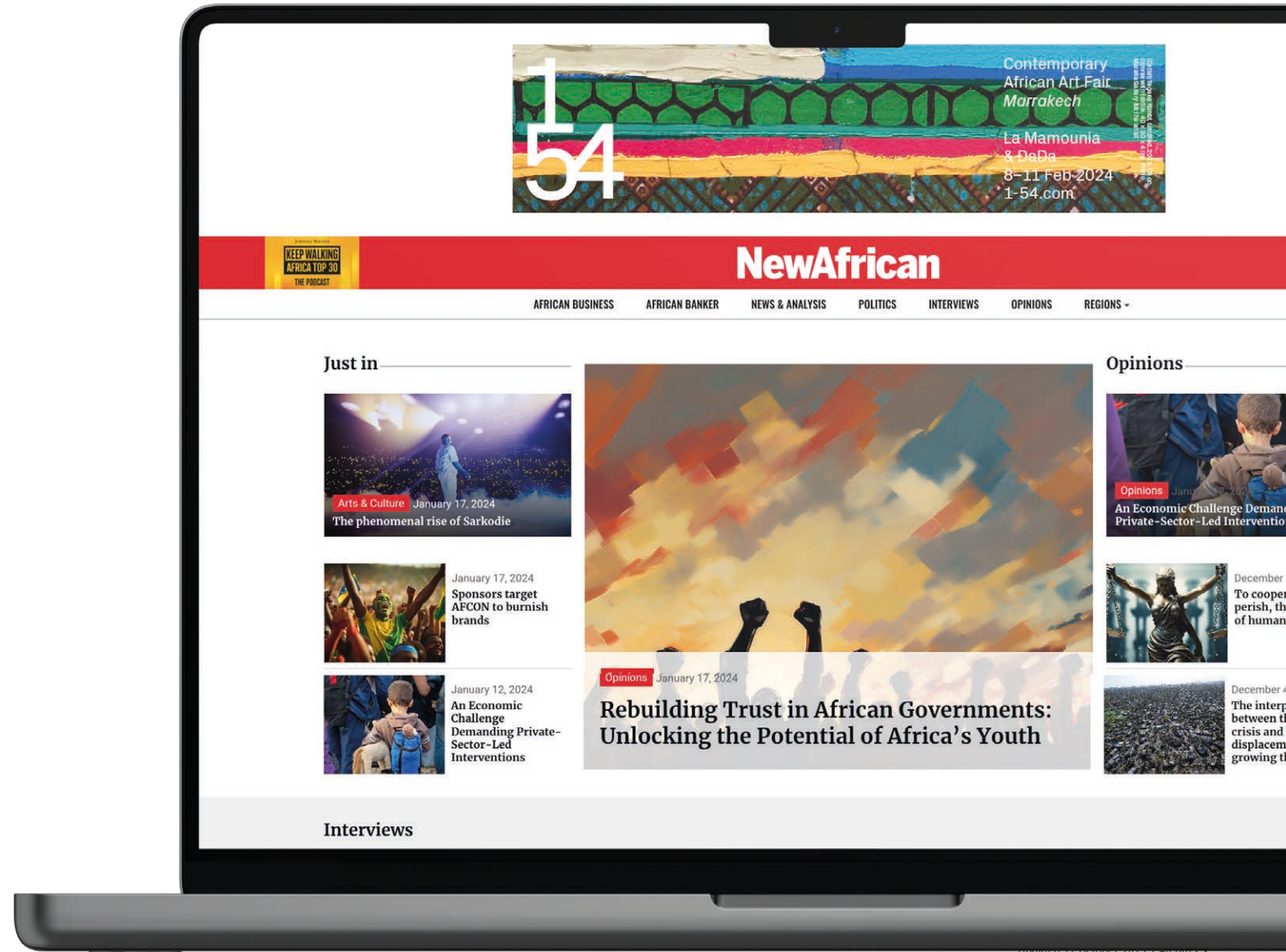
have a bachelor degree or higher

### 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

# Contact Us

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