

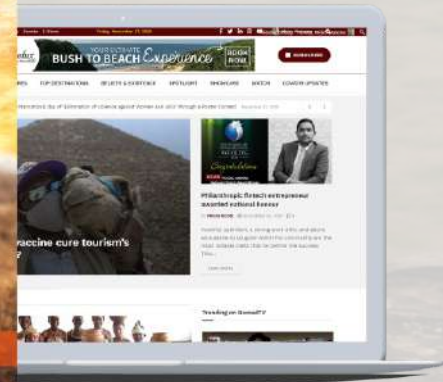


2023/
2024
MEDIA
KIT



15 YEARS OF MOVING THE AFRICAN CULTURE FORWARD

Borne from a passionate desire to dispel the negative perceptions which the world has held of the African Continent, and to replace it with a positive focus, Nomad Africa magazine celebrates life on the African continent. Covering stories from all countries and all cultures, it strives to include unique tourist attractions, business development, technology and investment opportunities as well as looking at the continent's cultural heritage.

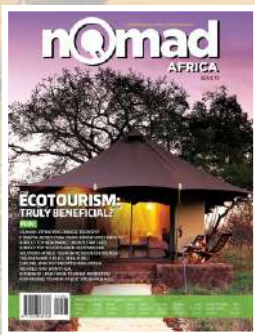


AFRICA'S #1 TOURISM MAGAZINE

Tourism, Business/Leisure Travel & Culture

Nomad Africa promotes Africa and showcases the aspirations, ambitions, achievements, successes as well as concerns & responsibilities of Africans, including Africans in the Diaspora. The publication (both online & print) is especially popular with Governments and their respective tourism boards for placing their advertisements, due to the magazine's proven success with reaching their specific target audience.

Nomad Africa is also in high demand with organisations active in the areas of interest where we concentrate our efforts, such as: aviation, transport, travel, tourism, hospitality, planning, investments, financing, leisure, entertainment, agriculture, food production, communication, industry and technology. By both those who are from Africa, and those who target Africa, as well as the businesses supplying them, or serviced by them.



Executive Publisher - John O. Akinribido

Associate Publisher - Dieter Gottert

Editor - Grace Mavindidze

Readership - 2.9 million per issue

Frequency - Quarterly

Distribution (Print-Retail) - Woolworths, Checkers & CNA Stores

Distribution (Print-Complimentary) - 4/5 Star Hotels & Spas, Airports, VIP Lounges, Selected Airlines Luxury Cruise-liners.

Distribution (Digital Platforms) - Zinio, Magzster, Press Reader & Flipster.



Reach **thousands of tourists daily** on Africa's largest and most trusted tourism magazine.

Nomad Africa offers its advertisers a direct reach to decision makers, tourists, business - and generally affluent people throughout Africa and the World. Amid the incumbent order of readers the magazine inform, inspire and breed a generation of visionaries among our own, through the introduction to and appreciation of, the true worth of the continent of Africa.



Key Metrics*

224,839

Users / month

878,792

Pageviews / month

00:11:30

Avg. session time

257,653

Sessions

Demographics (Top Interest) - Tourism 31%, Business Travel 24%, Luxury Travel 7%, African Culture 22%, Tech 10%, Entertainment 6%

Age - 18 - 34 46% | 35 - 44 27% | 45 - 54 18% | 55 - 65 9% **LSM** - 8 - 10 | 74%

Social Media (Gross-Facebook & Twitter) - 43,487 **Web Newsletter Subscribers** - 91,022 [Opt-in]

Household Income

\$20,000+	55%
\$75,000+	32%
\$100,000+	13%

Top Six Geos

South Africa	United States
Nigeria	Canada
Kenya	United Kingdom

Marital Status

Single	52%
Married	39%
Other	9%

*Source: Google Analytics Data Nov 1 - Nov 30, 2022

Devices


63% mobile

37% desktop/tablet

Gender


74% male

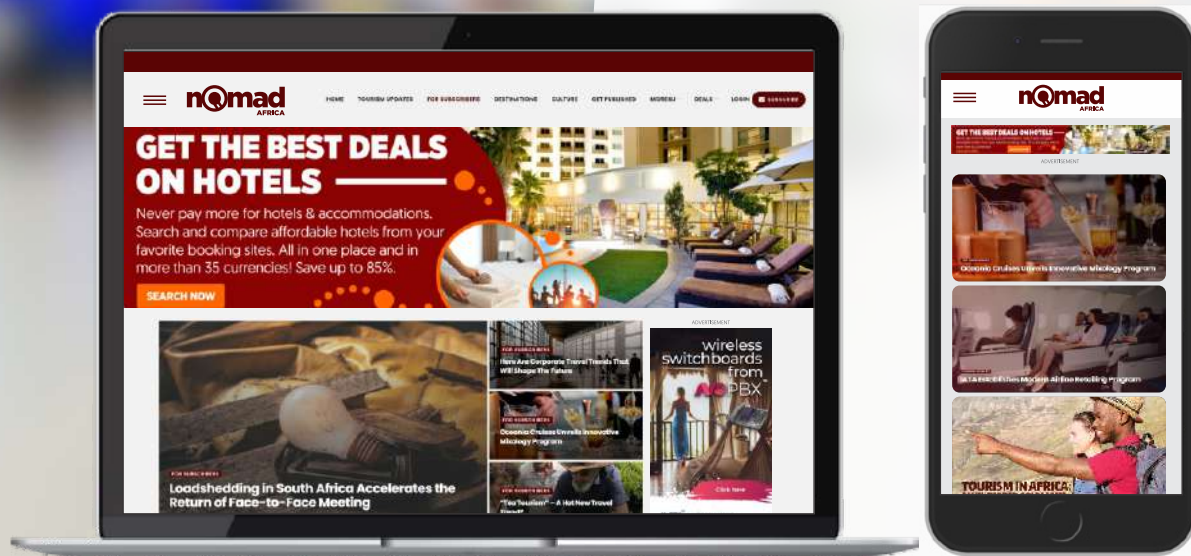
26% female




1. Sponsorships & Display Advertising

HIGH IMPACT, MAXIMUM VISIBILITY.

Empower your brand and build brand awareness for your products and services with our display advertising options with tailor-made solutions to fit your budget.



Takeovers

Homepage Takeover

Full take over of all home page of the Nomad Africa website including wall paper, banner placements and custom header.

R10,000
per 24 hours

Header Takeover

Custom homepage header takeover across all devices; desktop & mobile.

R6,500
per 24 hours

Category Takeover

Custom header takeover for a specific category of the Nomad Africa website.

R450
CPM

Homepage Banner

Homepage banner placement.

Specs

1080x150px, 320x100, 728x90
300x600, 300x250

Above The Fold

R350
CPM

Below The Fold

R300
CPM

Run Of Site (ROS) Banner

ROS placements across all web pages of the Nomad Africa website with demographics and geo targeting options.

Specs

1080x150px, 320x100, 728x90
300x600, 300x250

Targeted

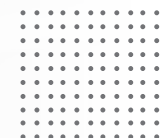
R250
CPM

Standard

R150
CPM

CPM = Cost per 1000 impressions | 1 impression = 1 display of your banner on a page
All pricing above excludes Value Added Tax (VAT)





2. Custom Content & Social Media

We have the **audience** you want to reach.
The place millions of Africa Tourists call home.

TELL YOUR STORY. INSPIRE YOUR AUDIENCE

Custom content and sponsored articles consist of a headline, by-line and photo.

Supplied Content

Feature your own words/article, images and videos on Nomad Africa website with a homepage feature. Plus content promotion on Nomad Africa social media pages (Facebook, Instagram, Twitter and LinkedIn), and in the Nomad Africa weekly email newsletter.

R6,350

Custom Content

Every business needs a very good brand exposure. Our team of experienced writers will craft the perfect news story to generate interest in your brand. For both short & long length articles (up to 2500 words), up to 20 images, special home page feature, external url links & contact details plus content promotion on Nomad Africa social media pages (Facebook, Instagram, Twitter and LinkedIn), and in the Nomad Africa weekly email newsletter.

FROM
R9,800

Social Media Posts

Nomad Africa has an established presence across leading social media platforms to provide a unique opportunity to engage with a receptive online audience. We offer curated content for social media posts to amplify and optimise greater visibility. Whether the goal be brand awareness, product introduction or company news highlights; we have a dedicated team to assist with content creation and platform expertise. Organic and boosted post options are available.

FROM
R2,999

All pricing above excludes Value Added Tax (VAT)



3. Sponsored Video Interview

A Nomad Africa paid for video interview is a great way for brands to place focus on a specific offering of the business, highlight a product/service, or anything that may be newsworthy.

INCLUDES:

- ✓ 15-20 minute interview that is hosted by the Nomad Africa magazine editorial team [all interviews need to adhere to Nomad Africa's editorial guidelines].
- ✓ Published on Nomad Africa -YouTube channel and with an insert on the Nomad Africa website, social platforms and weekly email newsletter.
- ✓ Extracts from the interview will be published as an article on the home page of Nomad Africa website.
- ✓ Branding opportunity -Banner ad spaces are available at the top and on the side of the article. All branding will remain with the article even when it has been archived.

Rate

Excludes VAT, agency commission and production. Production costs if required is quoted separately and as applicable. Production costs includes script writing, voice-overs, post-production (editing & graphics) and compilation. Additional travel fees may be charged if necessary.

R37,250



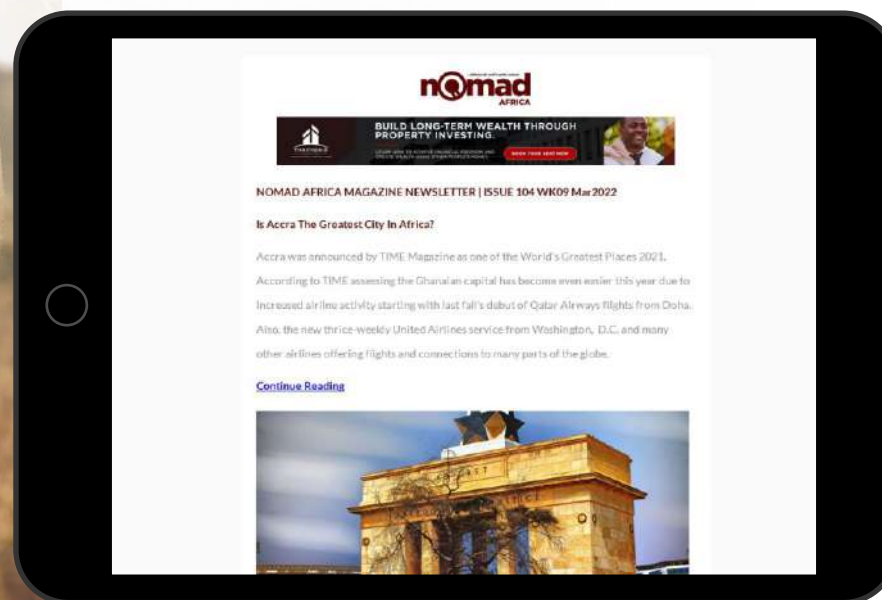
4. Email Newsletter

Newsletter advertising is very popular and includes banner ads at the top and in the middle of the newsletter-600 x 200 pixels. Banner ads are clickable and direct to a specified landing page url as desired by the client.

R11,500
PER MONTH

REACH:
Over 91,000+ Subscribers

FREQUENCY:
Weekly (4x Monthly)



RATES | PRINT MAGAZINE

AFRICA'S #1 TOURISM MAGAZINE

Nomad Africa print magazine retails in Woolworths, Checkers and CNA outlets in Southern Africa and other major stores across Africa. Complimentary copies are available in most VIP lounges of international airports, business class sections of selected airlines, four and five star hotels, spas and casinos as well as luxury cruise liners which service the African coastline.

Present distribution outlets across Africa are South Africa (Johannesburg, Cape Town, Durban & Port Elizabeth), Nigeria (Lagos), Ghana (Accra), Zimbabwe (Harare), Zambia (Lusaka), Namibia (Windhoek), Rwanda (Kigali) and Mauritius, Kenya, Seychelles and Maldives to be added in the coming months.

Inside front cover DPS	R33,500
Inside back cover	R16,500
Outside back cover	R17,600
Double page spread, full colour	R29,000
Full page, full colour	R12,500
Half page, full colour (vertical only)	R9,950

MULTIPLE BOOKINGS DISCOUNT:

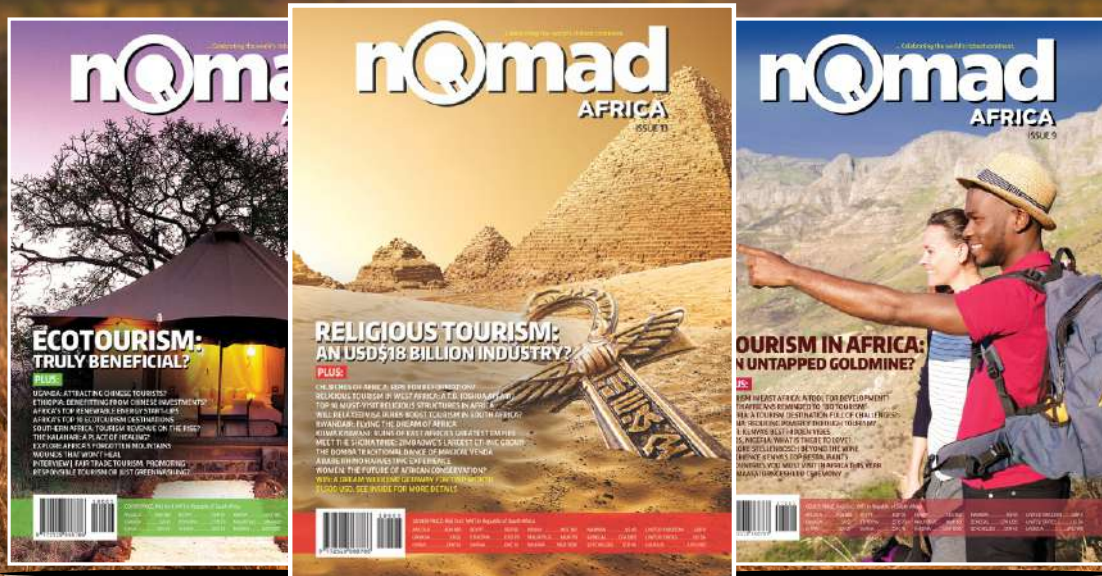
2 ISSUES: 5% DISCOUNT | 3 – 4 ISSUES: 7.5% DISCOUNT

All pricing above excludes Value Added Tax (VAT)



We got **Africa** covered!

Nomad Africa print magazine digital PDF E-zine version is available on digital newsstand platforms like PressReader, Zinio, Magzter and on Android, iPhone and Windows app stores. The magazine distributes digitally to a worldwide combined audience of over 30 million and an extensive network of sponsored hotspots which allows the magazine to be viewed and downloaded in more than 6,000 hotels worldwide and over 16,000 libraries, universities, cruise ships, airlines, government and corporate offices, hospitals, and cafes around the globe.



Specifications, Deadlines & Material Guidelines

FULL PAGE

Trim size 176mm wide x 250mm deep
Bleed size 186mm wide x 260mm deep
Max. type size 166mm wide x 230mm deep

DPS

Trim size 352mm wide x 250mm deep
Bleed size 362mm wide x 260mm deep
Max. type size 332mm wide x 230mm deep

AUTUMN 2023/2024

Booking deadline – 15 February
Material deadline – 22 February
Publication date – 11 March

SPRING 2023/2024

Booking deadline – 10 August
Material deadline – 17 August
Publication date – 24 August

MATERIAL GUIDELINES:

Ads to be supplied digitally as PDF files via email or wetransfer to ads@nomadafricamag.com

HALF PAGE

Trim size 88mm wide x 250mm deep
Bleed size 98mm wide x 260mm deep
Max. type size 70mm wide x 230mm deep

WINTER 2023/2024

Booking deadline – 17 May
Material deadline – 24 May
Publication date – 31 May

SUMMER 2023/2024

Booking deadline – 5 October
Material deadline – 12 October
Publication date – 19 October



GET IN TOUCH

Let's Work Together

The Nomad Africa has created a unique advertising platform for clients wishing to promote business, investments and awareness of their services and products in Africa.

Nomad Africa Magazine is published quarterly by '2414 PUBLISHING (Pty) Limited', and offers an effective and powerful business marketing tool to reach and communicate with our affluent high net worth target audience. To advertise on any of our unique media platforms, kindly use any of the contact details as below:

SOUTHERN AFRICA - JOHANNESBURG, SOUTH AFRICA

Shaun Ross
+27 (0)71 807 9207
shaun@nomadafricamag.com

EAST & WEST AFRICA -

Mary Animashaun
+234 (0)71 898 5002
mary@nomadafricamag.com

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www.nomadafricamag.com

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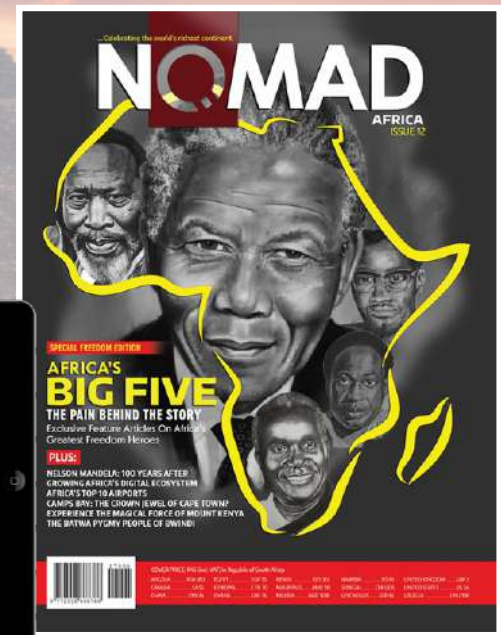
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SOUTHERN AFRICA - JOHANNESBURG, SOUTH AFRICA

Shaun Ross
+27 (0)71 807 9207
shaun@nomadafricamag.com

EAST & WEST AFRICA -

Mary Animashaun
+234 (0)71 898 5002
mary@nomadafricamag.com



Terms & Conditions

ADVERTISEMENTS ARE ONLY ACCEPTED FOR PUBLICATION IN NOMAD AFRICA MAGAZINE SUBJECT TO THE FOLLOWING CONDITIONS:

- 1) 2414 Publishing [Pty] Limited, the owner and publisher of NOMAD AFRICA magazine, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by 2414 Publishing [Pty] Limited for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.
- 2) Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
- 3) Telephonic instructions must always be confirmed in writing.
- 4) Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadlines.
- 5) No changes to advertisements will be accepted once production of NOMAD AFRICA magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
- 6) NOMAD AFRICA magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions.
- 7) Advertising space in NOMAD AFRICA magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
- 8) NOMAD AFRICA magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9) NOMAD AFRICA magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in NOMAD AFRICA magazine.
- 10) Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 11) When new advertising rates are announced, contract advertisers can maintain their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing NOMAD AFRICA magazine with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12) Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the statement date will not qualify for the 16,5% agency settlement discount.
- 13) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14) Advertorials and promotional pages must comply with NOMAD AFRICA'S style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials.
- 15) The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
- 16) The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's booking form are considered void insofar as they conflict with the terms and conditions above.



