# HOW WE MADE IT IN AFRICA Insight into business in Africa

Opportunities Media Kit 2014

**How we made it in Africa** (<u>www.howwemadeitinafrica.com</u>), established in April 2010, is an award winning online business

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#### **Advertisers**





































### **Awards**

DIAGEO AFRICA BUSINESS

REPORTING AWARDS

Finalist: Media of the Year

Diageo Africa Business Reporting Awards



Bronze: Specialist Publisher 2013 Bookmarks Awards

### **Media Mentions**



**Mail&Guardian** 

THE HUFFINGTON POST

#### **Readers**

Monthly page views: 178 998

Monthly visits: 102 969

Monthly unique visitors: 79 259

Source: Google Analytics (1 – 31 August 2014)

### Social Media



26 895



17 048

### Continent Breakdown

Africa: 47%

Europe: 21%

Americas: 19%

Asia: 12%

Oceania: 1%

# Top African Countries

South Africa

Kenya

Nigeria

Ghana

Tanzania

# Top International Countries

**United States** 

**United Kingdom** 

India

Canada

France

### **Education**



University Graduate: 76%

### Occupation



Executive: 12%

Middle/Senior Manager: 23%

Professional: 29%

## Age



0 – 24: 9%

25 – 34: 33%

35 – 49: 37%

50+: 23%

### **Opportunities Listing**

- For companies looking to grow their businesses in Africa.
- Promote Distribution, Franchise, or general Business Opportunities to How we made it in Africa's 100,000 monthly visitors.
- A cost effective way to connect with business people across Africa and internationally.

# **Pricing**

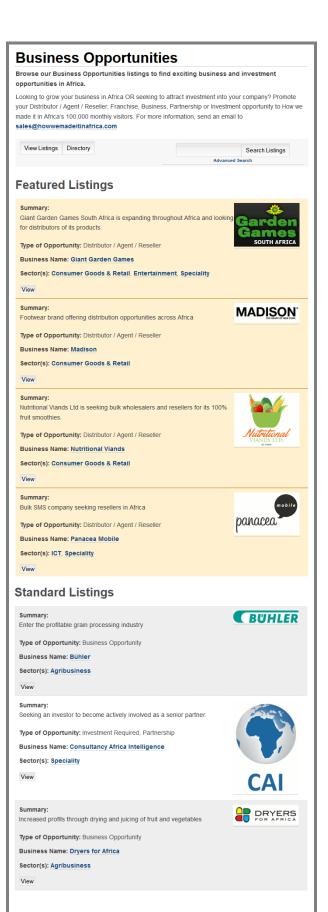
|           | Standard<br>Listing | Featured<br>Listing |
|-----------|---------------------|---------------------|
| 1 month   | \$149               | \$219               |
| 6 months  | \$119 p/m           | \$169 p/m           |
|           | Total: \$714        | Total: \$1,014      |
| 12 months | \$79 p/m            | \$109 p/m           |
|           | Total: \$948        | Total: \$1,308      |

All prices in US dollars

Maximum 500 words write-up (supplied by client)

Listing includes an outside logo and five pictures

All companies are listed alphabetically



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