



MEDIA KIT

June 2020

ADVERTISING OPPORTUNITIES

Reach out to a community of professional investors, business leaders and decision makers looking for investment opportunities in Africa

info@african-markets.com

Targeted Marketing Reach

AFRICAN MARKETS is a provider of financial market data, news, analysis, and research with a focus on Africa. Our goal is to deliver and provide the latest news and analysis on economies, companies, and industries in the region.

At AFRICAN MARKETS we aim to boost market activity in Africa by improving data and intelligence dissemination. We provide analysts, consultants and students with historical market data, annual reports, and research papers to help them understand African equity markets and build strong investment cases.

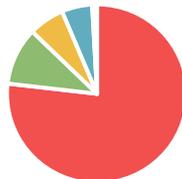
Website audience profile

120,000 avg monthly views

3-month average monthly views on 30th June 2020

Geographic location

- Africa – 77%
- Europe – 10%
- Americas – 6%
- Asia Pacific – 5%
- Others – 2%



Top 5 countries

South Africa	22%
Nigeria	10%
Zimbabwe	8%
Kenya	7%
United States	5%

Age group

18 – 24	25%
25 – 34	39%
35 – 44	18%
45 – 54	8%
55+	9%

Newsletter subscribers

13,400+ subs

on 30th June 2020

Geographic breakdown

Africa	62%
Europe	22%
Americas	8%
Asia Pacific	5%
Others	3%

Advertising rate card sheet

1/ Banner Advertising Options & Rates

	Reference	Slots Available	Ad Size (Pixels)	Monthly Banner rates		
				EUR	USD	GBP
Homepage						
Strip Banner	1	3	1200 x 135	600	720	550
Middle Leaderboard	2	3	797 x 90	300	360	275
Square Banner - Bottom	3	2 x 3	340 x 340	300	360	275
Main sections - Markets homepage / News homepage						
Large Sidebar Ad	4	3	160 x 600	300	360	275
Square Banner – Top	5	3	390 x 250	250	300	230
Square Banner – Bottom	6	2 x 3	340 x 340	200	240	185
Markets section - Individual Stock exchange / Company profiles / Markets news						
Side buttons - <i>Brokers only</i> -	7	5 per Market	190 x 110	200	240	185
Square Banner – Bottom	8	2 x 3 per Market	340 x 340	200	240	185
News section – Regional news						
Large Sidebar Ad	9	3 per Region	160 x 600	250	300	230
Square Banner – Top	10	3 per Region	390 x 250	150	180	135
Square Banner – Bottom	11	2 x 3 per Region	340 x 340	150	180	135
Mobile only						
Strip banner – Homepage		2	728 x 90	400	480	365
Strip banner – Main sections		2	728 x 90	300	360	275
Weekly Newsletter (5,000+ subscribers)				<i>For 4 subsequent weeks</i>		
Strip banner - Top		1	728 x 90	400	480	365
Strip banner - Middle		1	728 x 90	300	360	275

Conditions

Rates are per month (unlimited number of views/clicks)

For all slots, media can be fixed or animated

For Stock Exchange/Region news pages, rates are for individual stock exchange or regional pages.

- Available stock exchange pages are exchanges in: Botswana, BRVM, Egypt, Ghana, Kenya, Malawi, Mauritius, Morocco, Namibia, Nigeria, South Africa, Rwanda, Tunisia, Tanzania, Uganda, Zambia and Zimbabwe.
- Regions available are: Africa, North Africa, Central Africa, West Africa, East Africa, Southern Africa, and Indian Ocean

African-markets.com is a fully responsive website meaning it automatically adapts to the desktop, tablet, and mobile layouts. Should you choose a "Mobile only" solution, your banner will only be visible on mobiles and tablets. Otherwise, your banner will be available on all platforms.

If you intend to promote an event and choose one of the options above, a full presentation of your event will be featured on the "Upcoming Events" section on our website (<https://www.african-markets.com/en/events/upcoming-events>).

2/ Website Banner Advertising Positions

Home Page

The Home Page layout includes a top navigation bar with 'MARKETS', 'NEWS', 'MARKET DATA', 'ANNUAL REPORTS', 'EVENTS', and 'AM TOOLS'. A large 'advertise here' banner is positioned at the top center (1). Below this is a 'BSE Domestic Companies Index' chart and a 'LATEST ON MARKETS' section with several news articles. A 'Your Ad Here' banner is located in the middle left section (2). To the right of this is the 'AFRICAN INDICES' table. Below the indices is a 'NEWSLETTER' sign-up form. At the bottom left, there is an 'UPCOMING EVENTS' section. Two large 'YOUR AD HERE' banners are placed at the bottom right (3).

INDEX	VALUE	%CHG	27-Oct
NGSEASI	23,572.90	-0.86%	27-Oct
ISEQDQ	10,599.96	+0.26%	27-Oct
MASX	8,978.83	-0.43%	27-Oct
ISEAQ	2,367.83	-0.7%	27-Oct
ISECI	1,866.10	-0.97%	27-Oct
ISEBE	7,556.08	-0.57%	27-Oct
ISELOI	1,015.57	-1.43%	27-Oct
ISEJSE	1,80.81	+0.02%	27-Oct
ISEMGI	309.23	+0.13%	27-Oct
ISENIGSA	5,159.89	+0.36%	27-Oct
ISEMDE	1,877.15	-0.43%	27-Oct
ISEAD	1,793.10	-0.28%	27-Oct
ISEASD	5,275.19	0%	27-Oct
ISEGSA	37.80	-4.3%	27-Oct

Main Section Pages - Markets / News

The Main Section Pages layout features a 'Regional News' section with multiple news articles and images. A large 'Your Ad Here' banner is on the left side (4). On the right, there is a 'YOUR AD HERE' banner (5) and an 'AFRICAN INDICES' table. Below the indices is a 'LATEST POPULAR' section with 'TABULARIZER' and 'NEWSLETTER' sign-up forms. At the bottom left, there is an 'UPCOMING EVENTS' section. Two large 'YOUR AD HERE' banners are placed at the bottom right (6).

INDEX	VALUE	%CHG	27-Oct
NGSEASI	23,572.90	-0.86%	27-Oct
ISEQDQ	10,599.96	+0.26%	27-Oct
MASX	8,978.83	-0.43%	27-Oct
ISEAQ	2,367.83	-0.7%	27-Oct
ISECI	1,866.10	-0.97%	27-Oct
ISEBE	7,556.08	-0.57%	27-Oct
ISELOI	1,015.57	-1.43%	27-Oct
ISEJSE	1,80.81	+0.02%	27-Oct
ISEMGI	309.23	+0.13%	27-Oct
ISENIGSA	5,159.89	+0.36%	27-Oct
ISEMDE	1,877.15	-0.43%	27-Oct
ISEAD	1,793.10	-0.28%	27-Oct
ISEASD	5,275.19	0%	27-Oct
ISEGSA	37.80	-4.3%	27-Oct

News – Regional News Pages

9 Your Ad Here

10 YOUR AD HERE

11 YOUR AD HERE

11 YOUR AD HERE

UPCOMING EVENTS

- Africa Investment Forum 2015
- Ethiopia Summit 2015
- Africa PPP Conference & Showcase
- African Securities Exchanges Association (ASSEA) 2015 Conference
- Africa Financial Services Investment Conference 2015

Fully responsive website

African-markets.com is a fully responsive website meaning it **automatically adapts** to the desktop, tablet, and mobile layouts.

So, unless you choose a “Mobile only” advertising solution, your **banners will be visible on all platforms** (desktop, mobile and tablets).



FOR MORE INFO

please contact us at

info@african-markets.com