

# AfricaBriefing

Founded in 2012 and operational since October 2014, **AfricaBriefing** is a fast-growing digital news portal that delivers African business, economic, political and development news to an audience of more than 15,500 a month.

**AfricaBriefing** highlights and examines the political, business developments and economic forces driving and underpinning the continent's growth. We provide accurate, unbiased and authoritative news, analysis and forecasts, as well as trenchant opinion pieces on political, economic and social developments in Africa, giving our growing audience an insight into the driving forces of the African economy.

## Traffic

We now have about 15,728 Monthly Global Unique Visitors with 28,827 Page Views, a figure that is increasing each month by about 25 per cent.

## Geography

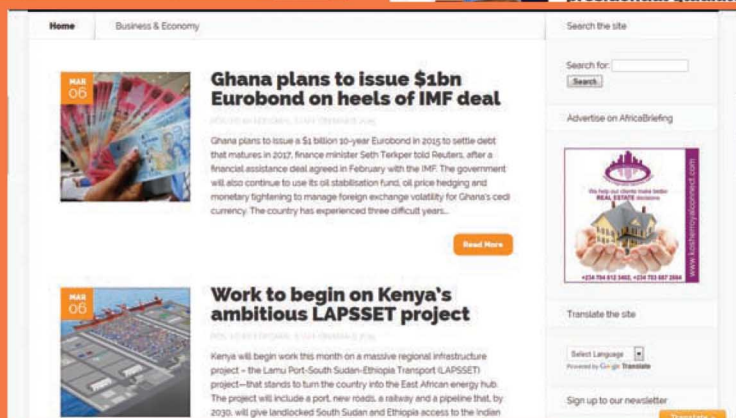
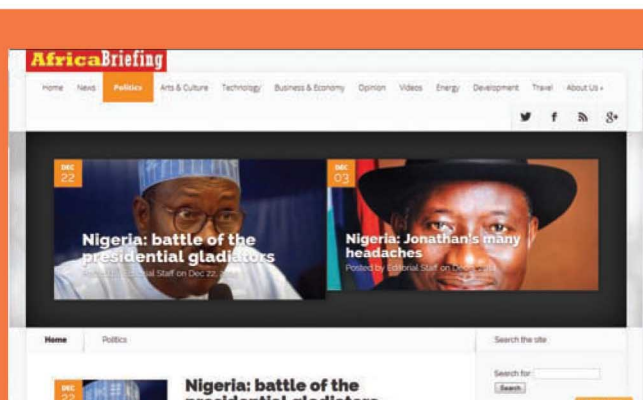
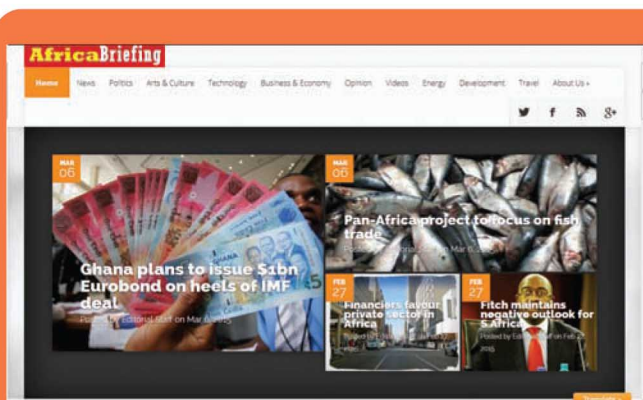
1. United Kingdom
2. United States
3. South Africa
4. Ghana
5. Brazil
6. India
7. Nigeria
8. Zambia
9. France
10. Canada



## Demographics

Male 55%  
Female 45%

Age  
18-24 28%  
25-34 34%  
35-44 16%  
45-54 13%  
55-64 6%  
65+ 6%



**For advertising inquiries please contact:**

advertising@afribriefing.org or publisher@afribriefing.org

### Advert rates

Banner ads: Introductory rate of £120 per month for the first 6 months and £150 per month thereafter. Adverts will run for a minimum of 6 months with quarterly payments upfront.



## What some of our readers have to say:

*We wish to compliment the AfricaBriefing Magazine for its insight and value added stories from the Last Frontier. From a Scandinavian view the quality of material presented on time gives us the edge for investment and business purposes. Keep up the good work!*

**Jon Marius Hoensi, MD, Marex Group, Norway.**

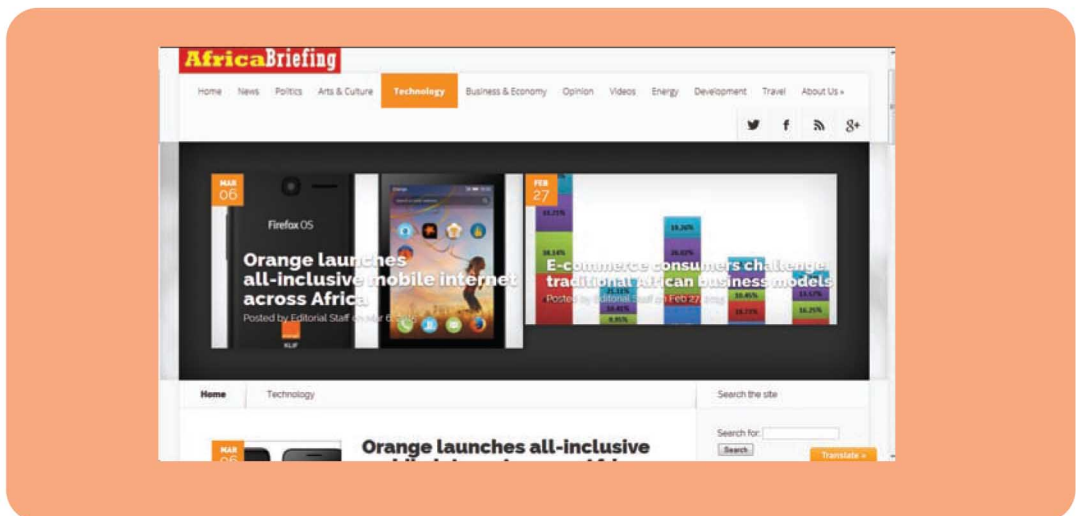
*I write in conjunction with JIC Holdings and its CEO, Mark-Anthony Johnson, to commend AfricaBriefing on its coverage of the important political, economic and social news and events in Africa. The quality of the writing and its influence on major figures is appreciated by a discerning readership. The consistency of AfricaBriefing over a wide range of topics is very impressive.*

*I look forward to future editions.*

**David W Gouldman, Consultant, JIC Holdings, United Kingdom**

*AfricaBriefing is an interesting new project. The publication helps fill the gap in business and economy-focused African journalism. AfricaBriefing combines a good news sense with crisp copy to give the reader rapid immersion into what is important in economies across the continent.*

**James Schneider, Editorial Director, New African Magazine, London, UK**



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