



## 2017 RATE CARD

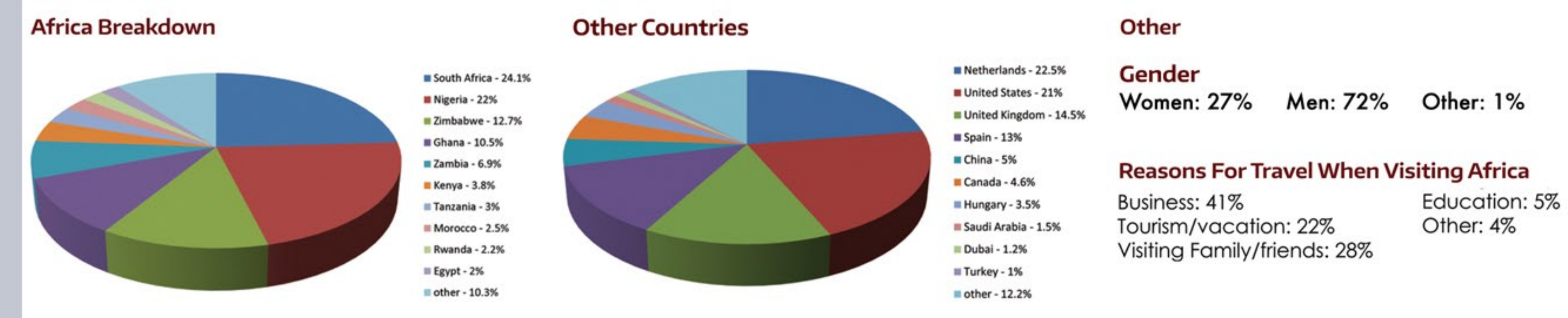
Nomad Africa celebrates life on the African continent. Covering stories from all countries and all cultures, it strives to include unique tourist attractions, business development and investment opportunities as well as looking at the continent's cultural heritage. From those who visit the continent to those who live there, Nomad Africa magazine is circulated across the African Continent with free subscription and distribution. It is 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), Kenya (Nairobi), Mauritius, Seychelles. New distribution outlets across the continent are added quarterly. Circulation of the magazine is continuously monitored by Media Support (Pty) Ltd.



### Demographics

#### Geographical Breakdown



**Gender**  
 Women: 27% Men: 72% Other: 1%

**Reasons For Travel When Visiting Africa**  
 Business: 41% Education: 5%  
 Tourism/vacation: 22% Other: 4%  
 Visiting Family/friends: 28%

Demographics (Age vs Gender)		
13 - 17 yrs	1% (Men)	0.5% (Women)
18 - 44 yrs	64% (Men)	24% (Women)
45 - 65+ yrs	8% (Men)	2.5% (Women)

## PRINT MAGAZINE ADVERTISING RATES

STANDARD POSITIONS	CASUAL	2 EDITIONS	4 EDITIONS
Full Page (FP)	R 28 250	R 26 250	R 23 300
Half Page (HP - Horizontal or Vertical)	R 14 500	R 12 960	R 10 950
Quarter Page (HV - Horizontal or Vertical)	R 11 000	R 9 900	R 9 380

SPECIAL POSITIONS	CASUAL	2 EDITIONS	4 EDITIONS
Inside Front Cover (IFC)	R 36 400	R 33 200	R 30 290
Inside Back Cover (IBC)	R 34 365	R 30 870	R 27 960
Outside Back Cover (OBC)	R 44 710	R 41 355	R 37 280
Centre Double Page Spread (CDPS)	R 68 500	R 65 220	R 62 570
Double Page Spread (DPS)	R 51 260	R 47 180	R 44 270
Front Covers are limited to 2 per annum per client	R 140 700		
Inside Front Cover Double Page Spread (IFCDPS)	R 122 300	R 115 500	R 107 100

\*Abbreviation of sizes shown in brackets  
 \*All prices quoted on a per issue (quarterly) basis  
 \*Guaranteed positions will attract a 15% surcharge and are subject to written confirmation  
 \*Rates excludes VAT but includes agency commission  
 \*Advertorials & Inserts rates available on request

For material specifications and trim sizes please refer to full media kit.

## WEBSITE ADVERTISING RATES (www.nomadafricamag.com)

SIZE	QUARTERLY RATE* (SA RANDS)			
	1x	3x	6x	12x
Top Banner 690 x 90 px	R 12,900	R 10,900	R 8,900	R 6,500
Top Banner 285 x 90 px	R 9,600	R 7,600	R 5,600	R 3,500
Island 320 x 270 px	R 8,300	R 7,300	R 5,300	R 3,000

**Online Activities**  
 Average Readership/Monthly (Digital E-zine): 34,710  
 Average Impression/Monthly (Digital E-zine): 122,508  
 Average Downloads/Daily (Digital E-zine): 73  
 Average Time Spent/Visitor (Digital E-zine): 09m:51s  
 Average Pageviews/Daily (Website): 12,866  
 Social Media Followers (Facebook&Twitter): 31,850

**Social Media**  
 Gender: 26% (Women) 74% (Men)  
**Top Interests:**  
 Tourism (General) : 31% Business Travel: 24%  
 Luxury Travel: 7% Traveling With Kids: 2%  
 Technology: 14% African Culture: 22%

**Top 10 Countries:**  
 South Africa, Nigeria, Rwanda, Ethiopia, Kenya, Tanzania, Ghana, Namibia, Mauritius, Seychelles, Zambia, Zimbabwe.

\*Statistical Data from Google Analytics, Issuu, Twitter Analytics and Facebook Analytics measured as at December 2016.

Johannesburg, South Africa: Trocadero Ridge Centre, 10 Kloof Street, Observatory, Johannesburg, South Africa,  
 Tel: +27.[0]11.052.4597, +27.610.817.489, +27.719.130.776  
 Email: ads@nomadafricamag.com  
 Accra, Ghana, West Africa: 9, Abavana Down, Kotobabi, C117/12, Accra, Ghana, West Africa.  
 Lagos, Nigeria, West Africa: 80, Adeniyi Jones, Off Allen Avenue, Ikeja, Lagos, Nigeria, West Africa.  
 Tel: +234 [0]1 882 4370 Cell: +234 806 2741 595, +234 803 4602 904  
 Website: www.nomadafricamag.com

