



**NOMAD AFRICA
MAGAZINE**



**2019
MEDIA PACK**

The Magazine

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.

Print Circulation

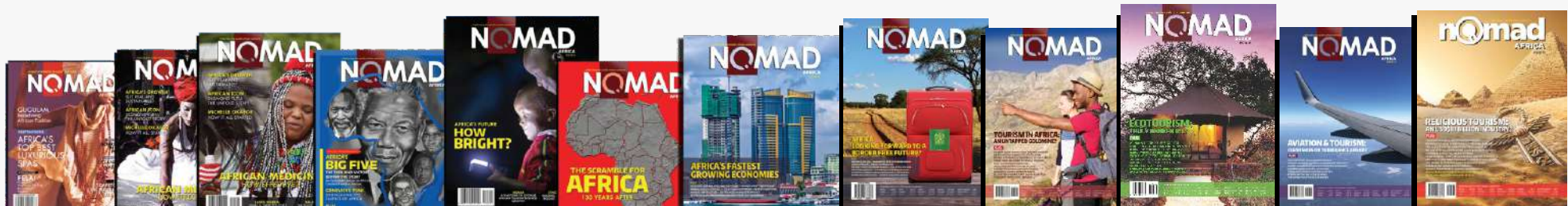
Nomad Africa print magazine retails in Woolworths, Checkers and CNA outlets in Southern Africa and other major stores across Africa. Complimentary copies are available in most VIP lounges of international airports, business class sections of selected airlines, four and five star hotels, spas and casinos 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 to be added in the coming months. Distribution is continuously monitored by Media Support (PTY) Limited and On-The-Dot (Pty) Limited - the biggest multi-channel media logistics company in Africa.

Digital Circulation

Nomad Africa magazine digital 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 300 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.



Editorial Structure



Tourism, Business/Leisure Travel & Culture

Nomad Africa focuses on tourism, business/leisure travel, special destinations, African history, culture and arts. A collector's item, it features thought provoking articles plus intelligent and stimulating editorials. The magazine appears in a high-class, elegant, compact and contemporary design format printed on 'silk' paper. It currently includes features on our multitude of phenomenal tourist destinations, the abundance and diversity of wildlife, our history, heritage, geology, anthropology, culture, customs, rituals, icons, science, technology, cuisine, arts & crafts, entertainment and leisure.

Since the launch in July 2012, Nomad Africa Magazine has consistently received positive reviews from its vast readership and advertising clientele, which are both steadily growing. The magazine provides a highly valued resource on Africa for tourists, business people, and decision makers who are investigating, or traveling across Africa.

Nomad Africa promotes Africa, while we showcase the aspirations & ambitions, achievements & successes as well as concerns & responsibilities of Africans, including those Africans in the Diaspora. The Nomad Africa Project is especially popular with Governments and their respective tourism boards for placing their advertisements, due to our proven success with reaching our specific target readers.

It obviously follows that 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.



Reader Profile

Demographics & Geographical Breakdown

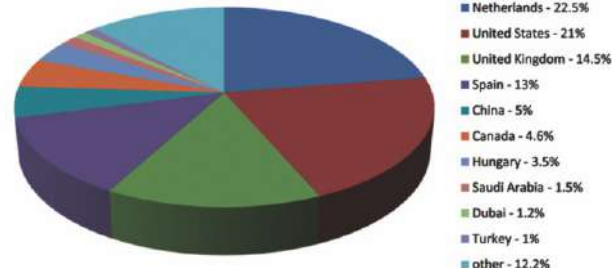
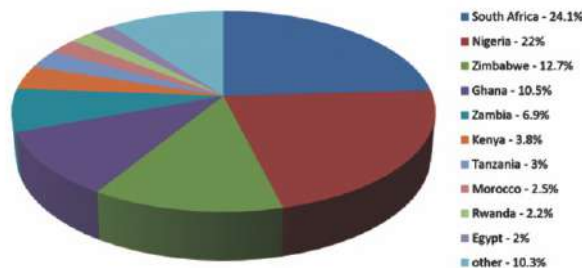
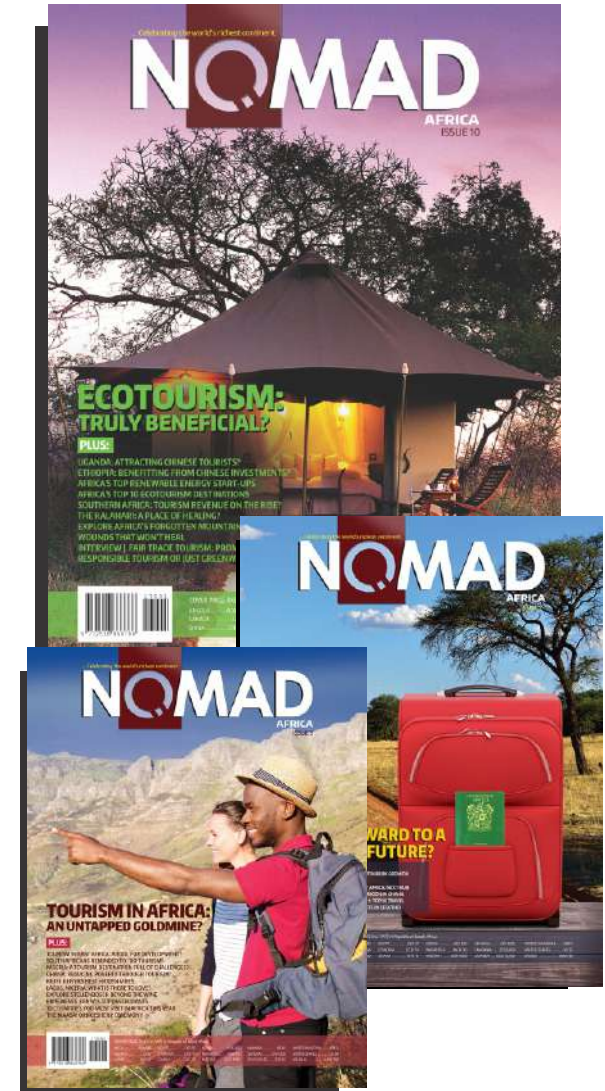
The reader is a discerning, informed, cosmopolitan and established business person; a decision maker who demands current and prevailing knowledge.

To them and newcomers, Nomad Africa extends a valuable intelligence resource on Africa and its inhabitants. Moreover, the Magazine 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. Nomad Africa Magazine brings Africa to the world and the world to Africa.

Audience on The Go

Nomad Africa magazine is a fusion of features that presents a potpourri of interests to our audience on the go. Its cosmopolitan audience appreciates a magazine that appears in an elegant high-class, compact and contemporary design format, which currently includes features on our multitude of phenomenal tourist destinations, the abundance and diversity of wildlife, our history, heritage, geology, anthropology, culture, customs, rituals, icons, science, technology, cuisine, arts & crafts, entertainment and leisure; food for thought to our mobile audience.

This impressive catalogue is sensibly supported by guides to researched and tested accommodation venues, to ensure the reader finds a proper stopover. Downloadable and compatible with all mobile devices and across all mobile platforms, Nomad Africa App is the best companion any tourist visiting Africa can access.



2019 media pack

Statistics

Print & Digital

Editor - Miriro Matema

Readership - 495,000 [Print], 33 million+ [Digital Gross Potential]

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 (Print-Geographics) - Nigeria, Ghana, South Africa, Kenya, Zimbabwe, Zambia, Mauritius, Rwanda, China

Distribution (Digital Platforms) - Zinio, Magzster, Press Reader, Flipster, Nomad E-Store

Demographics (Gender) - 26% Women, 73% Men, 1% Other

Demographics (Top Interest) - Tourism 31%, Business Travel 24%, Luxury Travel 7%, African Culture 22%, Tech 16%

LSM - 8 - 10 | 74%

Online & Social Media

Average Impression (Website-Monthly) - 854, 300

Average Time Spent Per Visitor - 12mins:25secs

Average Daily Downloads (E-zine) - 95

Social Media (Gross-Facebook & Twitter) - 33,487

Web Newsletter Subscribers - 91,022 [Opt-in]

Nomad TV & Nomad Radio (ABR)

Unique Regular Listeners Monthly (Organic) - 250,000+

Reach Over 30 Days Period (Organic) - 2,800,000+

Podcast Downloads Monthly - 25,000+

Viral Audience - 50% of entire traffic

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Advertising Rates

Print & Digital

Inside front cover DPS	R100 500
Inside back cover	R 49 500
Outside back cover	R 52 800
Double page spread, full colour	R 87 000
Full page, full colour	R 43 500
Half page, full colour (vertical only)	R 29 950

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

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2-page Feature	R87 760	R70 210	20%
3-page Feature	R129 640	R97 230	25%
4+ page Feature	R169 520	R118 660	30%

** Rate includes production costs, but excludes VAT. Additional travel fees may be charged if necessary.

Strategic Partnership Rates

- Strategic partnerships are tailored to each partner's specific needs.
- Annual partnership costs are negotiable and start at R200 000 inclusive of agency commission.

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Advertising Rates

Insertions

Costs for a preprinted insert per 1 000.

	RANDOM	SPECIFIED
SINGLE	R 1040	R 1140
4 PAGES	R 1150	R 1265
6 – 8 PAGES	R 1235	R 1360
12 PAGES	R 1365	R 1500
16 – 24 PAGES	R 1555	R 1710
24+ PAGES	POA	POA

Web

Web campaigns are dynamic in nature and we will offer tailor-made solutions to fit your budget, calculated on a base rate starting at R290 per thousand. Monthly sponsorship for website and e-newsletter available from R25 000.

Leaderboard	728 x 90 pixels	R290
Half page	300 x 600 pixels	R375
Medium rectangle	300 x 250 pixels	R320

e-newsletter

With more than 156 471 individual subscribers our alternate weekly mailer offers superb reach and quality – especially for last minute tactical campaigns. We have the following ad spaces available:

Medium rectangle 300 x 250 pixels **R320**

Native campaigns are available on application.

All rates excludes agency commission and VAT.

Cancellations will be accepted prior to the booking deadline, provided that the advertiser accepts liability for any costs already incurred before the cancellation or where unavoidable after cancellation.

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Advertising Rates

Nomad Radio Rates (In association with Africa Business Radio)

		RAND
60 seconds audio advert	per unit	780
30 seconds audio advert	per unit	520
15 seconds audio advert	per unit	390
5 minutes profiling airtime	per unit	5 200
10 minutes profiling airtime	per unit	7 800
13 minutes profiling airtime	per unit	10 400
Opening Sequence	per unit	5 850
Closing Sequence	per unit	5 850
Show Title Sponsorship	per unit	26 000
Exclusive Show Sponsorship	per show	65 000
Segment Title Sponsorship	per unit	13 000
Exclusive segment sponsorship	2 segments	26 000
Channel Sponsorship	per unit	260 000
Segment Feature	per unit	9 100
5 mentions:		2 600
10 mentions:		4 550
15 mentions:		7 150

All rates excludes agency commission and VAT.

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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 2019

Booking deadline – 15 February 2019
Material deadline – 22 February 2019
Publication date – 11 March 2019

SPRING 2019

Booking deadline – 10 August 2019
Material deadline – 17 August 2019
Publication date – 24 August 2019

MATERIAL GUIDELINES:

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

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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 2019

Booking deadline – 17 May 2019
Material deadline – 24 May 2019
Publication date – 31 May 2019

SUMMER 2019

Booking deadline – 5 October 2019
Material deadline – 12 October 2019
Publication date – 19 October 2019



Brand Features

PRINT BRAND FEATURE

A Brand Feature provides advertisers the opportunity to feature a brand/product or service in such a way that it resembles the publications editorial content. Featured on the home page of the website for a month and linking to a dedicated article page where all banner positions serve dedicated advertiser material, so no other advertiser message is carried on your brand's feature page. Each Brand Feature is promoted in one edition of the bi-weekly newsletter of the magazine, extending the message to a subscriber base of relevant and loyal followers. Supplied copy for a brand feature must be of approximately 1000 words and up to 5 images or written and prepared by the publishers in consultation with and using the images and information supplied by the client. If the publisher is involved in the production, a production fee will be added to the space rate.

RATE**	VALUE	DETAILS
R19 500	R27 860	The featured content will receive a dedicated position on the Home page of the website for a month, and featured in one edition of the weekly newsletter. All banner positions on the special advertising feature will serve dedicated advertiser creative. This comprises of no less than five advertising positions where only the advertisers banners will appear. Brand Features are subject to editorial approval.

NOMAD TV BRAND FEATURE

NomadTV is the online digital television division of the Nomad Africa project. It regularly features interviews with representatives of government and tourism boards across the continent of Africa and helps showcase their unique offerings and destinations. NomadTV is popularly employed to create branded content for our distribution partners and advertisers. All our productions are showcased on our website and the NomadTV Youtube channel.

RATE**	VALUE	DETAILS
R65 500	R82 000	These 2-minute long professionally produced video features include AV production, script, voice overs, editing and compilation. Presented on the home pages as the lead video featured for a week and thereafter permanently archived in the video section. Featured in one edition of the weekly webletter. Available on mobile web, YouTube and all social media channels.

** Rate includes production costs, but excludes VAT. Additional travel fees may be charged if necessary.

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Contact Details

The Nomad Africa project 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, the print platform of the project, is an elegant, luxury magazine targeting the tourism, travel, social, political, cultural and business fields prevailing in Africa and is circulated across the African continent. The magazine inspires and breeds a conscious, knowledgeable generation of visionaries among our own, and influences positive perceptions and appreciation for the true worth of Africa worldwide.

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

Mapaseka Sekgala
+27 [0]11 052 4597, +27 [0]74 839 1815
ads@nomadafricamag.com, mapaseka@nomadafricamag.com

EAST AFRICA - NAIROBI, KENYA

Junia Mwirigi
+254.[0]723.722.793, +254.[0]732.653.219
junia@nomadafricamag.com

WEST AFRICA - LAGOS, NIGERIA

Joshua Ola
+234 806 274 1595, +234 808 480 2147
joshua@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.

