



RATE CARD 2023

WHO WE ARE...

Greening Afrika is focussed on mainstreaming the green economy for sustainable and inclusive growth in Africa.

Through the provision of expertly written special reports and business intelligence, we will bring clarity to the evolving green economy policy debate, showcase latest innovations and business models in the green economy, and provide a platform for matching innovations and market opportunities.

At base, Green Afrika is intended to create a space and language for open, reflective and reasoned strategic conversation about reimagining a future for the continent and the opportunities, risks and choices this future presents today.

Greening Afrika is published by Media Torque & Events



CONTENT PILLARS



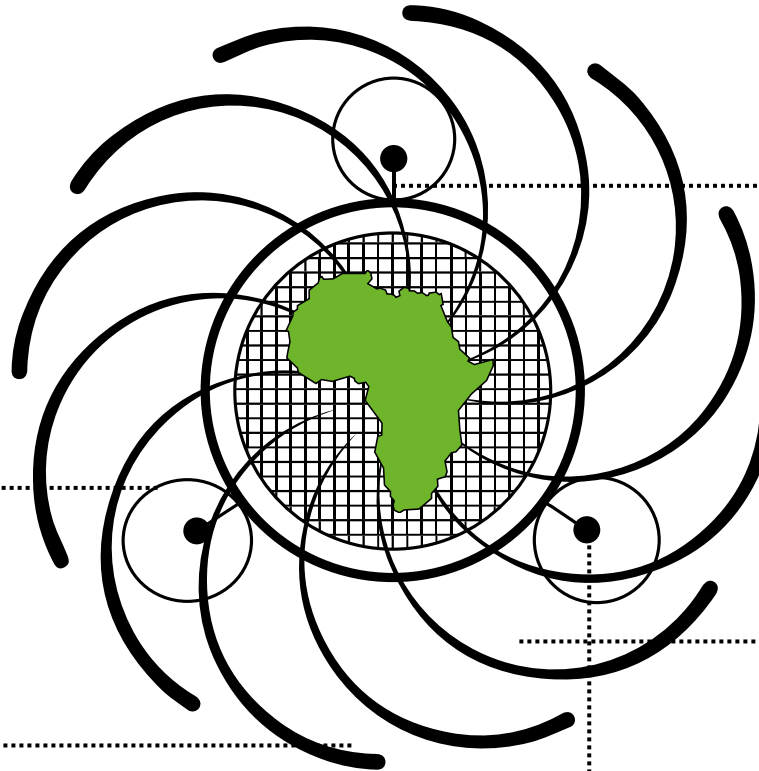
SURVEYS & SUPPLEMENTS



NEWS AND UPDATES
(AFRICA Focused)



FEATURES & ANALYSIS



GREEN INNOVATIONS
(PATENTS & BUSINESS MODELS)



SPECIAL REPORTS



HOT TOPICS
(WEBINARS AND SEMINARS)



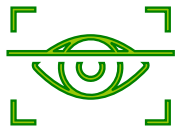
THOUGHT-LEADERSHIP /OPINIONS



AUDIENCE & INSIGHTS



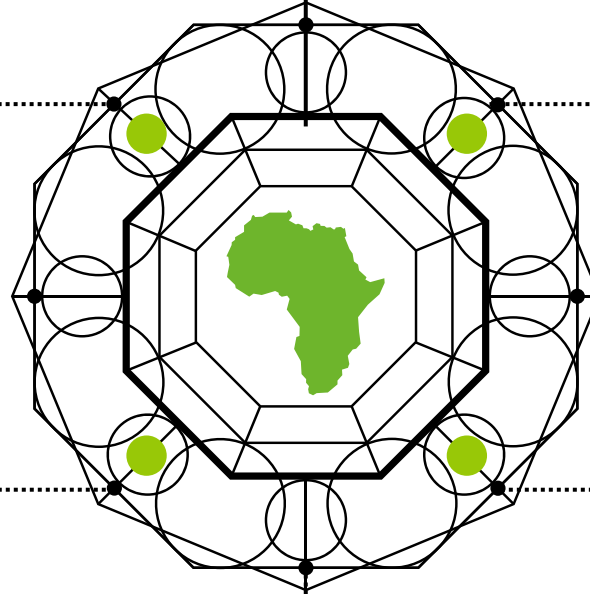
120 000 unique visitors



500 000 Page views



Pan-African Coverage



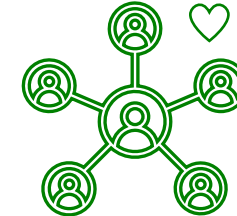
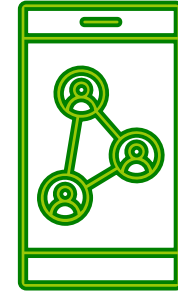
Greening  **Afrika**

Where Africa's future shines

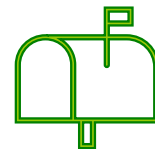
60% Mobile

38% Desktop

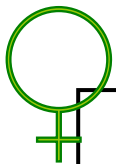
2% Tablet



2000+ social fans



9000+ Weekly Newsletter



CORE TARGET MARKET

Investors and entrepreneurs/Independent Power Producers, consumers, corporates, governments and relevant public entities.

SPECIAL REPORT THEMES

(themes may vary from the ones below)

NUMBER	THEME	MONTH
1	Africa's Green Renaissance – Green economics vs the green economy	April 2022
2	Green jobs – Unpacking the circular economy	May 2022
3	The Africa Continental Free Trade Agreement – Trade and the green	June 2022
4	Opportunities and challenges for green entrepreneurship – Eco consumers, product innovation and green entrepreneurship	July 2022
5	The green economy and higher education – Are African institutions of higher education green economy ready?	August 2022
6	Green financing and impact investing – Risky bet or golden opportunity?	September 2022
7	The Next Wave – The business of green technology	October 2022
8	The Leapfrog Model – Green technology in Africa as a catalytic game changer	November 2022

| ADDITIONAL CALENDAR MONTH REPORTS

NUMBER	THEME
APRIL	Earth Day
MAY	World Migratory Bird Day, International Biodiversity Day
JUNE	World Environment Day, World Oceans Day, World Day to Combat Desertification, Youth month
JULY	Nelson Mandela International Day, World Ranger Day
AUGUST	Women's Month
SEPTEMBER	National Arbour Day, National Arbour Month, International Coastal Clean-up Day, World Ozone Day, National Parks Week, World Rhino Day
OCTOBER	World Habitat Day, National Marine Week
NOVEMBER	World Fisheries Day

MEDIA SOLUTIONS



MOBILE AND DESKTOP

Element	Format	Size in Pixels	Price
Leaderboard Banner	Dynamic banner, all pages	970px Width 250px Height	R 160

File Formats: JPEG, GIF, HTML – Approved third party tags

File size: Max 80kb

CPM: Cost per thousand ad impressions

Rates are Net and Excl of VAT

Design of creatives will be an additional cost

Subject to changes and availability



WEB BANNERS

Element	Format	Size in Pixels	Price
Half Page Banner	Dynamic banner, all pages	300px Width 600px Height	R120
Leaderboard Banner	Dynamic banner, all pages	728px Width 90px Height	R140



MOBILE BANNERS

Element	Size in Pixels	Price
Half Page Banner	320px Width 50px Height	R 50
Half Page Banner	300px Width 600px Height	R 160

RATES

(DIGITAL PUBLICATION, IE SPECIAL REPORTS AND CUSTOM PUBLICATIONS)

* Prices are exclusive of VAT

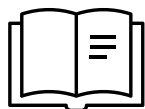


FULL PAGE

Trim size:
210x275mm

Type area:
177x250mm

R18 000



DOUBLE PAGE

Trim size:
430x297mm

Type area:
177x250mm

R28 500



SPECIAL POSITION

Trim size: 430x297mm

Type area: 177x250mm

INSIDE FRONT COVER

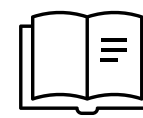
R21 600

INSIDE BACK COVER

R20 700

OUTSIDE BACK COVER

R22 500



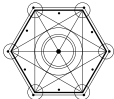


CONTENT MARKETING PACKAGES

(PLATFORMS: ONLINE, SOCIAL MEDIA AND NEWSLETTER)



Where Africa's future shines

* Prices are exclusive of VAT

 SPONSORED CONTENT	 PARTNERED CONTENT	 SPECIAL PUBLICATION & REPORTS
1 Article R 10 000	1 Article R 15 000	Full page R 18 000
2 Articles R 18 000	2 Articles R 26 000	Double Spread R 28 500
4 Articles R 32 000	4 Articles R 48 000	
8 Articles R 56 000	8 Articles R 80 000	
10 Articles R 60 000	10 Articles R 85 000	

Ask your Greening Africa account manager about any custom solutions we can create and negotiate for you

| CONTACT US

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THANK YOU |

