

# africa beat

## Media Kit



**16.7K**

E-NEWSLETTER  
DISTRIBUTION

**4.9K**

DAILY USERS

**91.8K**

WEBSITE MONTHLY  
VISITORS

**1.8K**

SOCIAL  
FOLLOWERS

### WHO WE ARE

Africa Beat is the only travel trade publication in Australia that is dedicated purely to Africa. The publication serves as a tool for the travel industry to stay up-to-date and in the know about all things African travel.

### DIGITAL NEWSLETTER

A weekly e-newsletter goes out every Wednesday to a subscriber base that currently sits at 16.7K subscribers. It is packed full of the latest news and updates, travel deals, reviews, interviews, destination guides and more to book. Solus EDMs can also be distributed within the month.

### TARGET MARKET

Africa Beat is targeted to the Australian and New Zealand travel industry, reaching the inboxes of those travel agents selling Africa, wholesalers and industry professionals that rely on receiving the latest news and updates about the destination.

### AUDIENCE

RETURN VISITORS - 68%  
NEW VISITORS - 32%

### AUDIENCE BREAKDOWN

FRONT-LINE TRAVEL AGENTS - 64%  
GMS & MANAGEMENT - 22%  
WHOLESALEERS - 12%  
OTHER - 2%

# Advertising Rates

Advertising is a mix of typeset ads and paid content. Below prices are in AUD and are exclusive of GST. Please contact us for a tailor-made package to suit your needs. All advertising material is subject to the approval of the publisher, who reserves the right to veto any material.

## Rates per e-Newsletter

<b>Leaderboard AD</b>	\$200	728px by 90px - JPEG or GIF - Link CTA
<b>Midway newsletter AD</b>	\$150	728px by 90px - JPEG or GIF - Link CTA
<b>Bottom newsletter AD</b>	\$100	300px by 250px - JPEG or GIF - Link CTA
<b>Social Media Package</b>	\$100	Instagram post + story, Facebook Gallery
<b>Featured Story</b>	\$500	Includes up to 3 links + social media share
<b>Travel Deal</b>	\$250	Includes up to 3 links + social media share
<b>News Story</b>	\$250	Includes up to 3 links + social media share
<b>Solus EDM</b>	\$1500	Content & design work

## Website Rates (per month)

<b>Leaderboard AD</b>	\$1000	728px by 90px - JPEG or GIF - Link CTA
<b>Website Bottom AD</b>	\$500	728px by 90px - JPEG or GIF - Link CTA
<b>MREC AD</b>	\$200	300px by 250px - JPEG or GIF - Link CTA
<b>Focus On</b>	\$1000	Includes up to 3 links + social media share
<b>Get To Know</b>	\$500	Includes up to 3 links + social media share

## Deadlines

Please send any copy by the Monday prior to the weekly Wednesday edition.

**BOOKINGS:** Kate Webster | 0414187737 | hello@africabeat.com.au

# CONTENT CALENDAR

2024 / 2025

**SEPTEMBER**

FOCUS ON  
EGYPT

**OCTOBER**

FOCUS ON  
MADAGASCAR

**NOVEMBER**

FOCUS ON  
MAURITIUS

**DECEMBER**

FOCUS ON  
ETHIOPIA

**JANUARY**

FOCUS ON  
GHANA

**FEBRUARY**

FOCUS ON  
MALAWI

**MARCH**

FOCUS ON  
MOROCCO

**APRIL**

FOCUS ON  
SEYCHELLES

**MAY**

FOCUS ON  
SOUTH AFRICA

**JUNE**

FOCUS ON  
NAMIBIA

**JULY**

FOCUS ON  
ZAMBIA

**AUGUST**

FOCUS ON  
ZIMBABWE

**SEPTEMBER**

FOCUS ON  
BOTSWANA

**OCTOBER**

FOCUS ON  
KENYA

**NOVEMBER**

FOCUS ON  
TANZANIA

**DECEMBER**

FOCUS ON  
RWANDA