WHYAFRICA ADVERTISING RATE CARD AND MEDIA KIT 2026

Advertising ▪ Partnerships ▪ Road Trips

Why Africa

When Intelligence Matters

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INTRODUCTION

WhyAfrica provides its readers and followers with well researched information, analysis and business intelligence about Africa. We combine ethical journalism with on the ground reporting and research to help investors and decision makers understand the complexities of operating across African markets. ***WhyAfrica*** specialises in the sustainable use and responsible development of Africa's natural resources.

WhyAfrica's content includes daily online articles, bi-weekly newsletters, interactive digital and print magazines, and multimedia reports focused on sectors such as mining, exploration, energy, agriculture, forestry, fisheries, infrastructure, quarrying, water management, tourism, ESG, conservation, biodiversity and environmental management. Our flagship annual ***WhyAfrica Road Trip*** captures real-world developments through feature stories, interviews, photos and videos, bringing projects and opportunities across the continent to life.

With a growing audience of business leaders, investors and influencers, ***WhyAfrica*** offers partners, sponsors, members and advertisers a strategic platform to reach a highly engaged, global audience with meaningful editorial context and credibility.

Leon Louw
Founder of ***WhyAfrica*** and editor of the ***WhyAfrica*** magazine.

WHYAFRICA'S GROWTH, AUDIENCE AND REACH

WhyAfrica has increased its reach, readership, and product range significantly in 2025, and growth is expected to continue throughout 2026. Our current reach includes:

Platform / Channel	Reach / Followers
Website	6,500-7,500 users/month
WhyAfrica Road Trip	70,000–80,000 followers
WhatsApp Members	80+ members
Bi-weekly Newsletter	1,900 subscribers
Printed Magazines	2,000 hand-delivered
Digital Magazines	1,800 subscribers
LinkedIn (*WhyAfrica* page)	9,098+ followers
LinkedIn (Leon Louw)	42,409+ followers
X.com	3,569+ followers
Facebook	21,300+ followers
Instagram	281+ followers
YouTube	710+ subscribers
Networking Event	50 attendees

The February, July and November issues of our magazine are printed and copies distributed during the year at mining and other industry events and conferences, and during our Road Trips across Africa.

WHY PARTNER WITH WHYAFRICA?

Partnering with ***WhyAfrica*** gives your brand a strategic platform to reach global decision-makers and thought leaders through credible, high-quality content. Our audience includes (amongst others) industry leaders, investors, government officials, and project developers, ensuring your message, information and business intelligence reaches those who matter most.

Key Benefits:

Credible editorial coverage
Content produced with integrity and journalistic rigor builds trust and positions your brand alongside authoritative reporting.

Decision-maker audience
Reach executives, investors, and key stakeholders in a range of sectors.

Multi-channel reach
Integrated exposure across print magazines, digital publications, newsletters, social media channels, YouTube, and Road Trip events.

Event and *WhyAfrica Road Trip* presence
On-the-ground branding opportunities, including project site visits, networking events, and industry conferences.

Content repurposing
Your sponsored editorials and videos can be shared across your own platforms, extending the lifespan and reach of your investment.

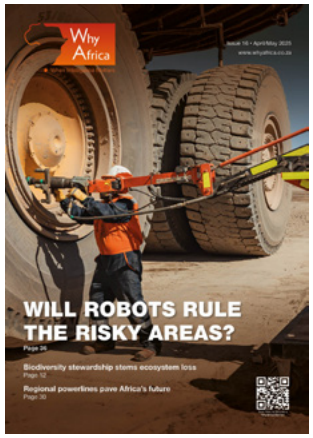
Thought leadership opportunities
Position your executives or projects as sector leaders through interviews, features, and guest articles.

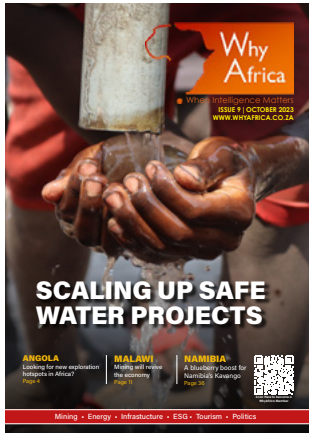
ESG and sustainability alignment
Demonstrate your commitment to environmental, social, and governance initiatives through targeted editorial and event sponsorship.

Exclusive networking
Invitations to VIP events and private WhatsApp groups for connections with peers, partners, and potential clients across Africa.

Brand credibility
Association with an independent, trusted media platform elevates your brand visibility and authority in African markets.

Partnering with ***WhyAfrica*** is more than advertising, it's a strategic collaboration that amplifies your brand across Africa's business landscape, delivering measurable impact and enhanced visibility.





2026 ADVERTISING RATE CARD

WEBSITE	
Top banner on website for 6 months	R4,300
Bottom banner on website for 6 months	R3,200
Bottom banner on website for 12 months	R5,300

BI-WEEKLY NEWSLETTER	
12-month banner	R24,000
6-month banner	R12,000

ONLINE AND SOCIAL MEDIA ADVERTISING	
In article banner	R2,500 per article
On-line editorial and banner	R10,000
YouTube video and social media post	R8,000

WHYAFRICA DIGITAL AND PRINTED MAGAZINES	
Front cover (according to ***WhyAfrica*** guidelines)	R60,000
Back cover	R30,000
Front inside cover	R25,000
Back inside cover	R18,000
Double page spread	R24,000
A4 single page	R12,500
Half page	R6,800
Single page advertorial	R12 000
Double page advertorial	R20,000

ADVERTISING SIZES AND ONLINE BANNERS

Standard Positions	Sizes (Height x Width)
Double page spread	297 mm x 420 mm
Full page	297 mm x 210 mm

Premium Positions	Sizes (Height x Width)
Inside Front Cover	297 mm x 210 mm
Inside Back Cover	297 mm x 210 mm
Outside Back Cover	297 mm x 210 mm

Online banner sizes

- 728 x 90 px
- 250 x 250 px
- 240 x 400 px

Newsletter banner sizes

- 580 x 100px
- 270 x 270 px

In-articles banner sizes

- 728 x 90 px
- 250 x 250 px
- 240 x 400 px

PLEASE NOTE

Print Advertising

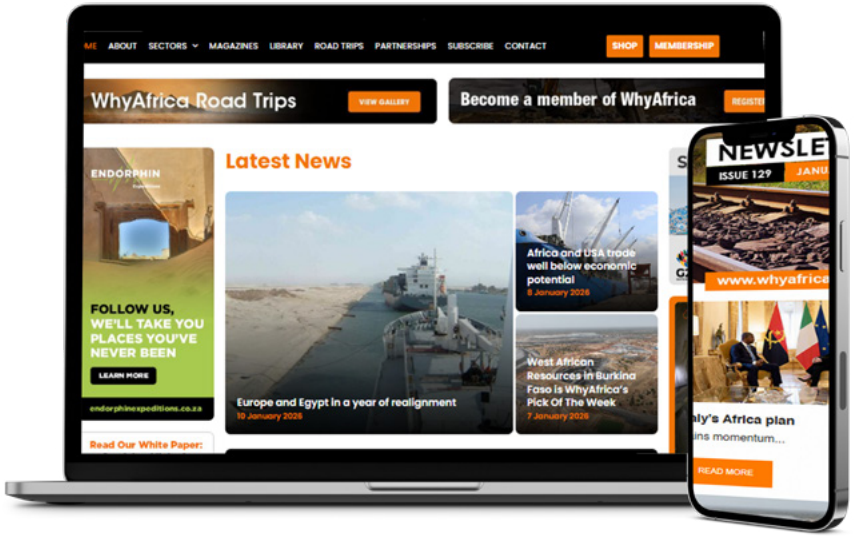
- Print advertisements must be supplied at **300 dpi** resolution
- Artwork must be supplied in **CMYK colour mode**
- Files must meet **standard trim size and bleed requirements**
- A minimum **3 mm bleed** on all sides is required
- All fonts must be embedded or outlined
- Preferred file format: **High-resolution PDF**

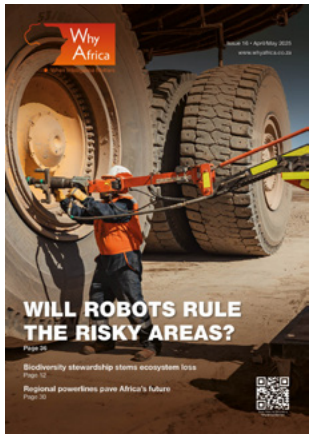
Digital & Online Advertising

- Online banners and digital advertisements must be supplied at **72 dpi** resolution
- Artwork must be supplied in **RGB colour mode**
- Files should be optimised for fast loading without compromising quality
- Accepted formats: **JPG, PNG, or GIF** (animated banners subject to approval)

General

- WhyAfrica will not be responsible for print or display quality issues arising from incorrectly supplied artwork
- Advertising material not meeting the above specifications may be returned for correction





2026 WHYAFRICA MEMBERSHIP

YOUTH MEMBERSHIP:
R699 FOR 12 MONTHS

- Access to 24 ***WhyAfrica*** newsletters per year
- Free copies of four ***WhyAfrica*** digital magazines
- Opportunity to have one article/video/photograph published on all ***WhyAfrica***'s platforms with full credit and contact details (at editor's discretion)
- Discounts on expeditions booked with tour operator Endorphin Expeditions

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START-UP MEMBERSHIP:
R1,799 FOR 12 MONTHS

- Access to 24 ***WhyAfrica*** newsletters per year
- Free copies of four ***WhyAfrica*** digital magazines
- Opportunity to have two articles/videos/photographs published on ***WhyAfrica's*** platforms with full credit and contact details distributed to ***WhyAfrica's*** business network (at editor's discretion)
- Discounts on expeditions booked with tour operator Endorphin Expeditions

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STANDARD INDIVIDUAL:
R2,499 FOR 12 MONTHS

- Access to 24 ***WhyAfrica*** newsletters per year
- Free copies of four ***WhyAfrica*** digital magazines
- Free copies of four ***WhyAfrica*** member reports, including the Road Trip Review Report
- Opportunity to have three articles/videos/photographs published on ***WhyAfrica's*** platforms with full credit and contact details distributed to ***WhyAfrica's*** business network (at editor's discretion)
- Discounts on expeditions booked with tour operator Endorphin Expeditions

2026 WHYAFRICA MEMBERSHIP

EXECUTIVE MEMBERSHIP
R8,500 FOR 12 MONTHS

- Access to 24 ***WhyAfrica*** newsletters per year
- Free copies of four ***WhyAfrica*** digital magazines
- Free copies of four ***WhyAfrica*** member reports, including the Road Trip Review Report
- Opportunity to have five articles/videos/photographs published on ***WhyAfrica's*** platforms with full credit and contact details distributed to ***WhyAfrica***'s business network (at editor's discretion)
- Discounts on expeditions booked with tour operator Endorphin Expeditions
- The winner of our member competition will have an opportunity to join the ***WhyAfrica*** team for four days on the annual ***WhyAfrica Road Trip*** through Africa
- Free access to the ***WhyAfrica Road Trip WhatsApp group*** for weekly updates about developments and projects across Africa
- Free access to the ***WhyAfrica Road Trip WhatsApp group*** for day-to-day updates during the annual 45-day ***WhyAfrica Road Trips*** through Africa (videos, interviews, site visits and photographs included)
- Opportunity to have marketing material distributed during the ***WhyAfrica Road Trip***
- In-depth review reports about the ***WhyAfrica Road Trip*** which includes possible opportunities, leads and risks
- Logo and backlink on the ***WhyAfrica*** website (members page)

Prices include VAT where applicable. Members receive priority invites and exclusive content not available publicly.

2026 WHYAFRICA ROAD TRIP SPONSORSHIP RATE CARD

TITLE SPONSOR (EXCLUSIVE 1 SPONSOR ONLY)
PRICE: R150,000

Benefits

- Exclusive naming rights across all platforms
- Logo placement on road trip vehicle and all road trip content
- Main banner on ***WhyAfrica's*** website (road trip - page)
- Main banner in eight ***WhyAfrica*** newsletters
- Dedicated full editorial feature (print and online) in two ***WhyAfrica*** magazines
- A4 advertisements on the inside front cover of four magazines
- Additional editorial mentions during the ***WhyAfrica Road Trip***
- Two filmed interviews (videos published on ***WhyAfrica's*** YouTube channel)
- Eight tagged social media posts
- Speaking opportunity at ***WhyAfrica***'s two VIP networking events
- Free access for six people to the ***WhyAfrica Road Trip WhatsApp group***
- Free copy of ***WhyAfrica's Road Trip Review Report***
- Opportunity for one person to join certain interviews and site visits during the ***WhyAfrica Road Trip*** for a maximum of six days

PREMIER SPONSOR
PRICE: R75,000 OR VEHICLE AND R40,000 (MAXIMUM THREE SPONSORS)

Benefits

- Prominent vehicle branding
- Dedicated full editorial feature (print and online) in two ***WhyAfrica*** magazines
- A4 advertisement in two ***WhyAfrica*** magazines
- One filmed interview (video published on ***WhyAfrica***'s YouTube channel)
- Six tagged social media posts
- Logo on the ***WhyAfrica*** website (Road Trip page)
- Banner in four ***WhyAfrica*** newsletters
- Invitation to two ***WhyAfrica*** VIP networking events
- Exclusive access for four people to the ***WhyAfrica Road Trip WhatsApp group***
- Free copy of ***WhyAfrica's Road Trip Review Report***
- Opportunity for one person to join certain interviews and site visits during the ***WhyAfrica Road Trip*** for a maximum of three days

2026 WHYAFRICA ROAD TRIP SPONSORSHIP RATE CARD

GOLD SPONSOR
PRICE: R80,000
(MAXIMUM SIX SPONSORS)

Benefits

- Logo placement on all ***WhyAfrica's Road Trip*** material
- Half-page advert in two ***WhyAfrica*** magazines
- Dedicated full editorial feature (print and online) in two ***WhyAfrica*** magazines
- One editorial mention linked to the ***WhyAfrica*** Road Trip
- Four social media mentions
- One filmed interview (video published on ***WhyAfrica's*** YouTube channel)
- Logo and backlink on the ***WhyAfrica*** website (Road Trip page)
- Banner in three ***WhyAfrica*** newsletters
- Invitation to one ***WhyAfrica*** VIP networking event
- Exclusive access for two people to the ***WhyAfrica Road Trip WhatsApp group***
- Free copy of ***WhyAfrica's Road Trip Review Report***
- Opportunity for one person to join certain interviews and site visits during the ***WhyAfrica Road Trip*** for a maximum of one day

SILVER SPONSOR
PRICE: R50,000
(MAXIMUM SIX SPONSORS)

Benefits

- Half-page advert in two ***WhyAfrica*** magazines
- Dedicated full editorial feature (print and online) in two ***WhyAfrica*** magazines
- Four social media mentions
- Logo on the ***WhyAfrica*** website (Road Trip page)
- Free access for one person to the ***WhyAfrica Road Trips WhatsApp group***
- Invitation to one ***WhyAfrica*** VIP networking event
- Banner in two ***WhyAfrica*** newsletters
- Free copy of the ***WhyAfrica Road Trip Review*** Report

BRONZE SPONSOR
PRICE: R20000
(UNLIMITED SPONSORS)

Benefits

- Half page advertisements in two ***WhyAfrica Road Trip*** magazines
- Logo and backlink on the ***WhyAfrica*** website (Road Trip page)
- Two social media mentions
- Free access for one person to the ***WhyAfrica Road Trips WhatsApp group***
- Banner in one ***WhyAfrica*** newsletter
- Free copy of the ***WhyAfrica Road Trip Review Report***

2026 WHYAFRICA CORE PARTNERSHIP PACKAGE AND OPTIONAL ADD-ONS

WHYAFRICA CORE PARTNERSHIP PACKAGE – R10,000 PER MONTH FOR 12 MONTHS

A strategic year-long partnership designed to position your brand at the centre of conversations about: Africa's natural resources, business; political economy; mining; exploration; agriculture; energy; infrastructure; water management;tourism, conservation; sustainability and environmental management through consistent high impact exposure

What's included

Editorial and Content

- One guaranteed editorial per month on the ***WhyAfrica*** website
- Four thought-leadership pieces in ***WhyAfrica's*** printed and digital magazines
- Two professionally produced video interviews on ***WhyAfrica's*** YouTube channel

Distribution and Reach

Content distributed across:

- ***WhyAfrica*** website
- Printed and digital magazines
- Bi-weekly newsletters
- Social media platforms (LinkedIn, Facebook, X, BlueSky, YouTube, Instagram)

Advertising Exposure

- Four × A4 adverts in the digital magazine
- Four × A4 adverts in the printed magazine
- 24 newsletter banner placements
- One website banner placement

Events and On-the-Ground Exposure

- Marketing material distributed at project sites during ***WhyAfrica's*** annual Road Trips across Africa
- Distribution at selected international conferences and exhibitions

2026 WHYAFRICA CORE PARTNERSHIP PACKAGE AND OPTIONAL ADD-ONS

Brand & Strategy Support

- Monthly social media strategy support call and guidance
- Content repurposing for alternative media and social platforms
- Logo and company profile on the ***WhyAfrica*** website
- Introductions to ***WhyAfrica*** members, sponsors, and partners where relevant

Exclusive Access

- Invitation and free access to two ***WhyAfrica*** networking events per year
- Exclusive access to the ***WhyAfrica Road Trip WhatsApp channel***
- Preferential access and discounts on exclusive expeditions with Endorphin Expeditions

Optional Add-Ons

Enhance your partnership with tailored visibility and strategic impact:

Sponsorship of the annual ***WhyAfrica*** Road Trip	R30,000	
Sponsorship of Endorphin Expeditions' investor tours	R50,000	
Networking event sponsorship	R20,000	
Custom-designed research, site visits or expeditions	R80,000	
Additional editorials (written, produced & published by ***WhyAfrica***)	R10,000 per article	
Video interviews on ***WhyAfrica*** YouTube channel	R5,000 per video	
Design of marketing material and/or website	R5,000 - R25,000	
Strategic communication focused on ESG and biodiversity	R10,000 - R120,000	

2026 WHYAFRICA HOST PROJECT PARTNER

An exclusive opportunity for your company to become part of the ***2026 WhyAfrica Road Trip*** story. During the ***WhyAfrica road trip*** we visit handpicked project sites across Africa to feature in our articles, magazines, books, newsletters, videos and films.

Price: R15,000

Benefits

- Dedicated site visit editorial (print and online) to reuse on all platforms
- Photos and videos from the visit to reuse on all platforms
- Three social media posts tagging the project/company
- Inclusion in Road Trip magazine and Review Report as a featured site
- Credibility through independent ***WhyAfrica*** coverage
- Company logo and backlink on website
- An opportunity to support independent journalism

LET'S TELL AFRICA'S STORIES TOGETHER

WhyAfrica works with partners who value authentic storytelling, independent journalism, and meaningful engagement across Africa. Our flexible advertising and partnership packages allow brands to align with trusted content while reaching influential audiences.

We invite you to explore how ***WhyAfrica*** can support your communication, visibility, and engagement objectives in 2026 and beyond

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Thank You

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