

Information and exchange portal for the African music sector

Music In Africa (www.musicinafrica.net) is easily the fastest growing information and exchange web portal dedicated to the African music sector, reaching thousands of people every day. A non-profit initiative, Music In Africa aims to support the African music sector through information exchange and collaboration. With access to seasoned music journalists and researchers from across the world, we offer a unique range of quality and useful content about the sector. Our main content sections include a Directory where you can find and connect with thousands of professionals who operate in the sector, including but not limited to musicians, funders, record labels, managers and publishers; a Magazine section (featuring dynamic content such as news, overviews of African music scenes, feature articles, reviews, and gig guides; a Resource section (with practical tools for music professionals) and an Education section offering quality tutorials and other educational content. Music In Africa publishes content in French and English with five regional offices in Kenya, Nigeria, South Africa, DRC and Senegal.

**The most comprehensive and authoritative portal
dedicated to the African music sector.**

Figures:

33

African markets
covered

200

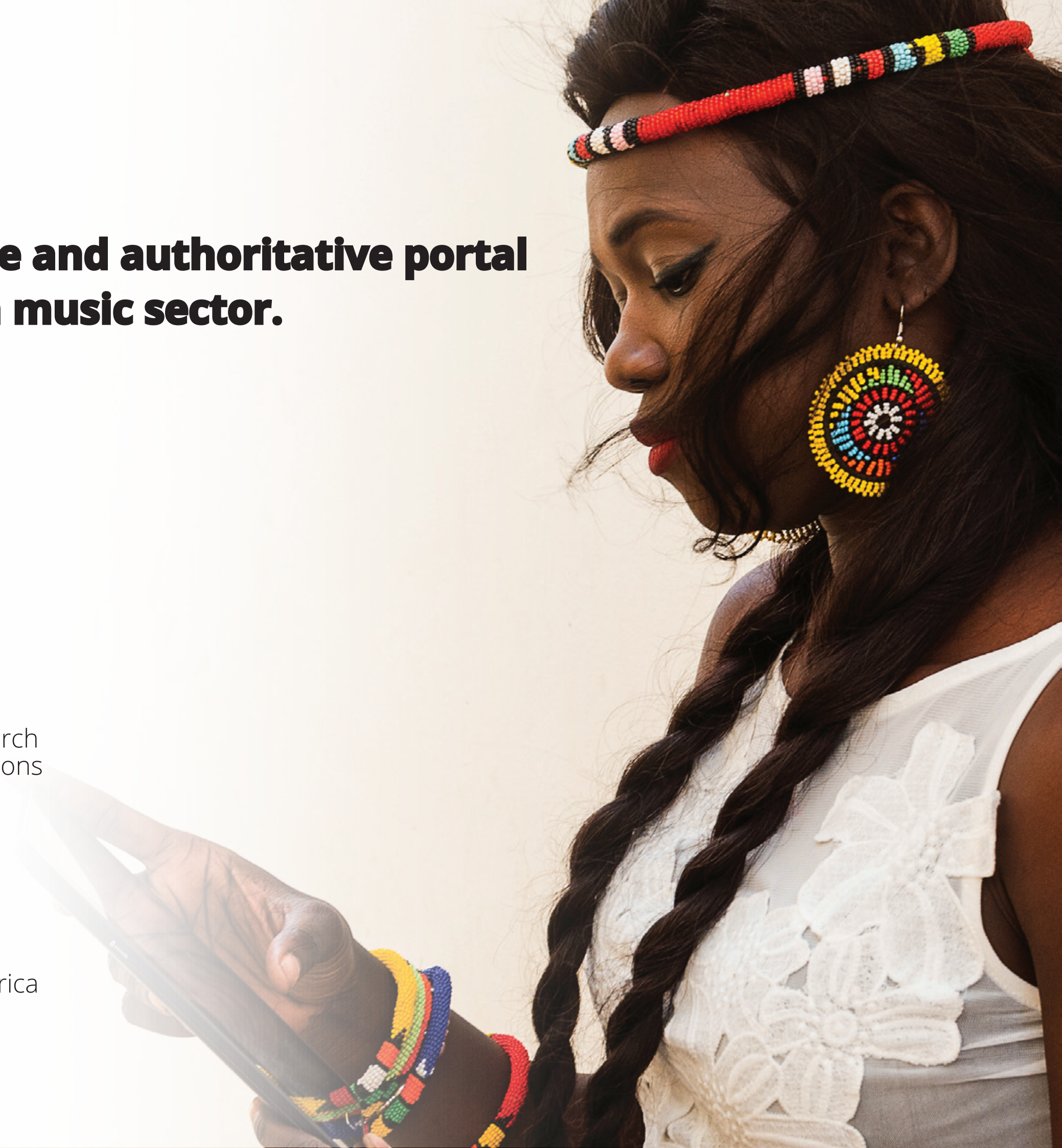
key research
commissions
per year

15 000

profiled music
professionals

150

writers
across Africa



The most comprehensive and authoritative portal dedicated to the African music sector.

Figures:

2

languages
(French & English)

155 000

unique browsers
per month

35 000

music tracks available
for streaming

350 000

pageviews
per month

235 000

likes on Facebook

20 000

newsletter
subscribers

5

regional offices (SA,
DRC, Kenya, Senegal
and Nigeria)

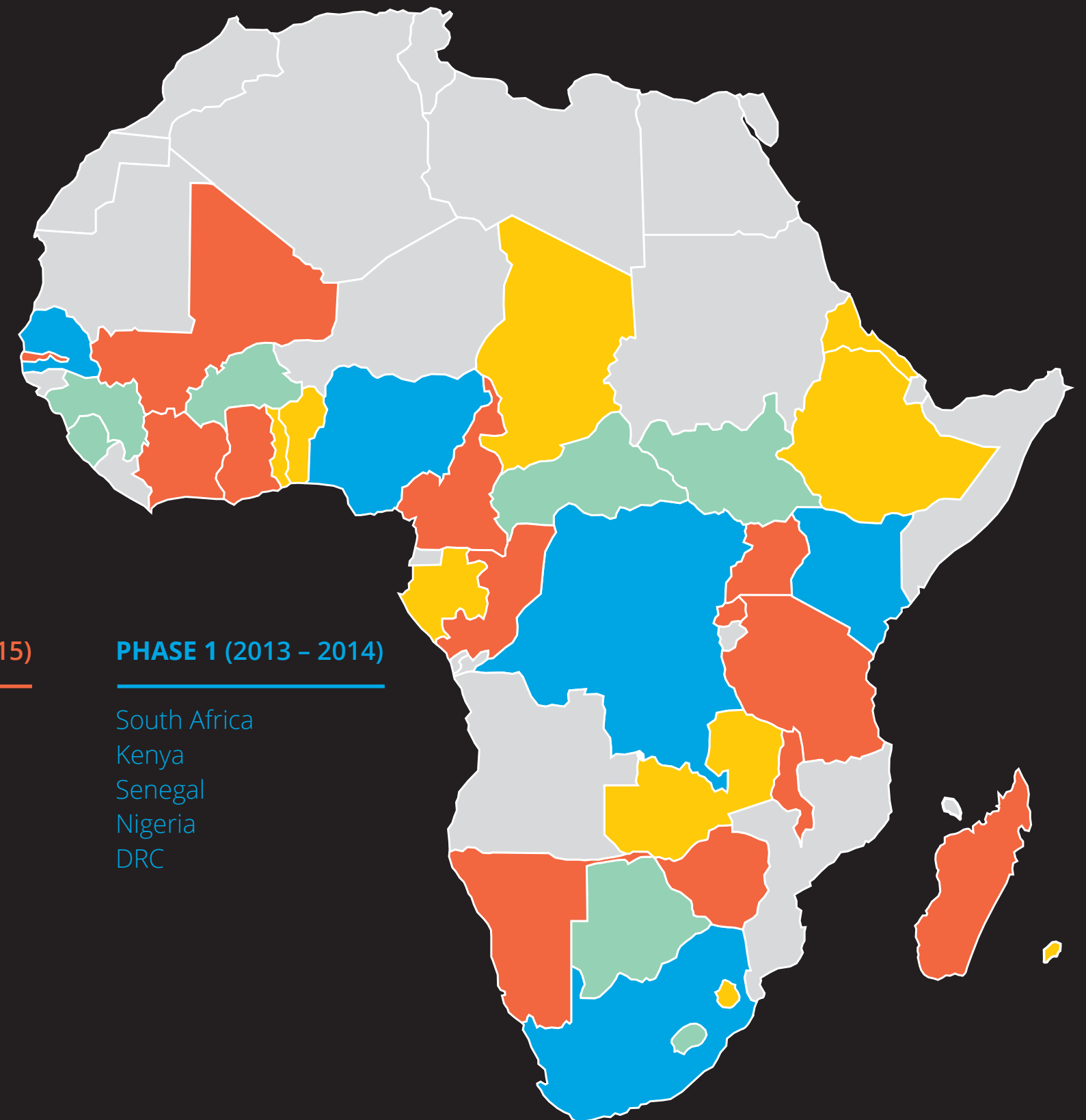
18 – 44

age group



Countries covered

We have expanded into 33 markets since 2014, 54 countries will be covered by 2022.



PHASE 4 (2016 – 17)

South Sudan
Burkina Faso
Sierra Leone
Central African Republic
Lesotho
Guinea
Botswana

PHASE 3 (2015 – 2016)

Togo
Benin
Gabon
Chad
Mauritius
Ethiopia
Eritrea
Zambia
Swaziland

PHASE 2 (2014 – 2015)

Malawi
Rwanda
Cote d'Ivoire
Congo Brazzaville
Madagascar
Zimbabwe
Namibia
Uganda
Tanzania
Mali
Ghana
Cameroon

PHASE 1 (2013 – 2014)

South Africa
Kenya
Senegal
Nigeria
DRC

Options and cost

Banner Ads

(width x height)	Premium rectangle banner 220 x 173px 350 ZAR	Massive skyscraper banner 220 x 600px 500 ZAR
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Banner Packages		
Qty of impressions	Premium rectangle package	Massive skyscraper package
25 000	7 000 ZAR	10 000 ZAR
55 000	17 500 ZAR	25 000 ZAR
105 000	35 000 ZAR	50 000 ZAR

Newsletter Ads

Leaderboard banner 546 x 76px 2 500 ZAR
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Newsletter packages	
2 sends	4 000 ZAR
4 sends	7 000 ZAR
8 sends	11 000 ZAR

Music Page Takeover

Take over our most popular music page. Offer available to a single client per execution (daily) 15 000 ZAR

Advertorial

Music In Africa experienced editorial team will work with you to create the most relevant content for you 10 000 ZAR

Ad Hoc Campaigns

Page sponsorship, Competitions & Other Custom Integrations (We will tailor it for you) 20 000 ZAR

Terms and conditons

- All prices are inclusive of VAT
- Campaigns are actvated upon receipt of 50% of cost
- All inventory subject to availability See full terms and conditions on: www.musicinafrica.net/legal/terms-use



Supported by



SIEMENS | Stiftung



angela@musicinafrica.net



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