



MEDIA PACK

And rates card

Advertising with Balancing Act

2016

Contact



For further information please call: +44 207 582 5220

Email: marketing@balancingact-africa.com

Balancing Act, 54 Walnut Tree Walk, London SE11 6DN, UK

1-E-letters

- 6 newsletters (in English and in French)
- **28,900+ potential readers in total** (as of September 2016)
- Read by educated, connected decision makers
- Posted onto Balancing Act's website, news sections
- Distributed inside large corporates
- Top stories relayed by several media partners on the web

Advertising rates for **all e-letters** (all rates are in GB£):

Banner location	4 issues	8 issues	24 issues(1)	48 issues(2)
Banner at the top	700	1300	3000	5000
Banner in other sections	550	1000	2500	3000
Advertise your events with us	150	300	1000	1500
Advertise your job vacancies with us	60	100	300	500

(1) 24 issues over 1 year for all newsletters except 'News Update'

(2) 48 issues over 1 year for 'News Update' only

E-letters sizes

Banner type	Sizes
Horizontal banner on the main sections Standard Ad	width: 640 pixels height: 108 pixels

Banner formats: .JPG - .GIF - .PNG

We do NOT accept FLASH ads as this format does not display on iPhone, iPad and some browsers and it is being dropped. Please note that Balancing Act does not track banner traffic.

Number of subscribers per newsletter (updated September 2016)

e-letters' name	Language	Frequency	Topics	Number of subscribers
" News Update "	English	weekly	Africa - Telecoms and IT	10,520
" Digital Content Africa " - Smart Monkey TV	English	fortnightly	Africa – Mobile, online film, music, publishing, services and applications.	2,201
" Innovation in Africa " - Smart Monkey TV	English	fortnightly	Africa – startups, ICT, science, strategy, FinTech	1,202
" Dernières Nouvelles des TIC en Afrique "	French	fortnightly	Africa - Telecoms and IT	8,543
" Broadcast, Film, Convergence in Africa "	English	fortnightly	Africa - Audiovisual production, broadcast, TV, Cinema, film distribution, regulation, events	4,154
" La veille de l'audiovisuel en Afrique "	French	fortnightly	Africa - Audiovisual production, broadcast, TV, Cinema, film distribution, regulation, events	2,343
Total				28,963

2-Website

- **Over 430,000 visits per year (2014, 2015)**
- **Over 360,000 unique visitors per year (2014, 2015)**
- **Read by educated, connected decision makers**
- **Visits from Africa accounted for more than 40% of total traffic over the past 3 years**
- **News referenced by large search engines (Google, etc.)**
- **Top stories relayed by several media partners on the web**

Home page - URL: <http://www.balancingact-africa.com>

Banner location	1 month	2 months	6 months	1 year
Banner at the top of the home page	700	1300	3000	5000
Banner in other sections of the home page	550	1000	2500	3000

Advertising rates for **all NEWS sections** (all rates are in GBE):

Banner location	1 month	2 months	6 months	1 year
Banner at the top	700	1300	3000	5000
Banner in other sections	550	1000	2500	3000
Advertise your events with us	150	300	1000	1500
Advertise your job vacancies with us	60	100	300	500

Banner sizes:

Banner type	Sizes (width x height)
Horizontal banner	Sizes
Horizontal banner in the middle of the page	width: 640 pixels height: 108 pixels
Vertical banner, right column	Sizes
Square Ad	180x150 pixels
Standard Ad	180x300 pixels
Extended Ad	180x450 pixels

Banner formats: .JPG - .GIF - .PNG

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