



# MEDIA PACK

## And rates card

### Advertising with Balancing Act

2017

- 
- 1-E-letters**
  - 2-Website**
  - 3-Mailshot**
  - 4-Video ads**
  - 5-Market reports**
  - 6-Advertorial**

#### Contact



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Email: [marketing@balancingact-africa.com](mailto:marketing@balancingact-africa.com)

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

## 1-E-letters

- 6 newsletters (in English and in French) sent to 28,900 readers (Sept. 2016)
- **28,900+ potential newsletters' readers in total** (as of Sept. 2016)
- Targeted advertising: Read by educated, connected decision makers
- Posted onto Balancing Act's website, news sections
- Often re-distributed inside large corporates by employees
- 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)
<b>Banner at the top</b>	700	1300	3000	5000
Banner in other sections	550	1000	2500	3000
<b>Advertise your events with us</b>	150	300	1000	1500
<b>Advertise your job vacancies with us</b>	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 hight: 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
" <a href="#">News Update</a> "	English	weekly	Africa - Telecoms and IT	10,520
" <a href="#">Digital Content Africa</a> " - Smart Monkey TV	English	fortnightly	Africa – Mobile, online film, music, publishing, services and applications.	2,201
" <a href="#">Innovation in Africa</a> " - Smart Monkey TV	English	fortnightly	Africa – startups, ICT, science, strategy, FinTech	1,202
" <a href="#">Dernières Nouvelles des TIC en Afrique</a> "	French	fortnightly	Africa - Telecoms and IT	8,543
" <a href="#">Broadcast, Film, Convergence in Africa</a> "	English	fortnightly	Africa - Audiovisual production, broadcast, TV, Cinema, film distribution, regulation, events	4,154
" <a href="#">La veille de l'audiovisuel en Afrique</a> "	French	fortnightly	Africa - Audiovisual production, broadcast, TV, Cinema, film distribution, regulation, events	2,343
<b>Total</b>				<b>28,963</b>

## 2-Website

- **from 430,000, 500,000 to 550,000 visits per year (2014, 2015, 2016)**
- **Over 360,000 unique visitors per year (2014, 2015, 2016)**
- Targeted advertising: Read by educated, connected decision makers
- Visits from Africa accounted for more than 40% of total traffic over the past 3 years
- The rest of the traffic (around 60%) comes from North America, Europe and Asia.
- News referenced by large search engines (Google, etc.)
- Top stories relayed by several media partners on the web
- Articles remain accessible on the website permanently

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 each **NEWS sections** (all rates are in GB£):

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	<b>Sizes</b>
Horizontal banner in the middle of the page	width: 640 pixels height: 108 pixels
Vertical banner, right column	<b>Sizes</b>
Square Ad	180x150 pixels
Standard Ad	180x300 pixels
Extended Ad	180x450 pixels

**Banner formats:** .JPG - .GIF - .PNG

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### 3-Mailshot

More and more business owners are choosing cost-effective ways to market their solutions to targeted audiences using e-mail. Permission-based email marketing provides some of the best return on investment for your marketing budget.

Balancing Act can offer to send clients' mail shots if the content is in line with our editorial angle. Mail shots are HTML emails produced by clients which we check and send to our readers (with their permission).

- **28,900+ potential readers in total (as of Sept. 2016)**
- **Targeted advertising: Read by educated, connected decision makers**

Advertising rates per **mailshot** (all rates are in GB£):

Target	No. of subscribers	Fees
Telecoms subscribers	18,900	1200
Broadcast, TV, media subscribers	6,000	600
All subscribers	24,900	1,600

### 4-Insert Your Communication In Our Video Interviews

We have a YouTube channel where we have posted over 300 video interviews of innovators and major industry players. Get us to interview your executives, insert pre-roll or post-roll ads in our videos... Check out our TV channel : <http://www.smartmonkeytv.com/>  
Call us to find out more.

### 5-Sponsor one of our Upcoming Reports

Building market reports takes lots of time and energy. Everytime we decide to produce a report, we make a bet, and sometimes we do not get full return on investment. We need help! If you want your brand to be associated with some of our upcoming white papers and market reports, please contact us and check out:  
[Our Telecoms and Internet Reports](#)  
[Our Broadcast Reports](#)

### 6-Advertorial

You can propose your sponsored article and we will insert it in our related newsletters.

- **28,900+ potential readers in total (as of Sept. 2016)**
- **Targeted advertising: Read by educated, connected decision makers**
- **Articles remain accessible on the website permanently**

**Advertising rates per article within our e-letters (all rates are in GB£):**

<b>Target</b>	<b>newsletters</b>	<b>No. of subscribers</b>	<b>Fees</b>
<b>Telecoms subscribers</b>	<b>Telecoms in English or in French (Dernières Nouvelles des TICs)</b>	<b>18,900</b>	<b>200</b>
<b>Broadcast, TV, media subscribers</b>	<b>Broadcast, film, convergence (Eng.) or veille de l'audiovisuel en Afrique (Fr.)</b>	<b>6,000</b>	<b>100</b>

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If you want to advertise or find out more about our advertising and sponsorship opportunities, please contact us via email: [marketing@balancingact-africa.com](mailto:marketing@balancingact-africa.com)