



**Media Kit**

# Digest Africa

**Digest Africa** is the leading provider of news, data and insights about Africa's early-stage technology companies. Our platform is the preferred destination of Africa's leading startup ecosystem players; entrepreneurs, investors, researchers, and international development partners.

**Vision:** A world in which African businesses have access to the investment they need to grow and compete globally.

**Mission:** To be the leading provider of news, data & insights about African businesses that can be used to guide meaningful investment decision making.

## Our Products

- Digest Africa Index
- H1 reports
- H2 reports
- Industry deep dives
- Country briefs & reports
- Monthly funding briefs

# DIGEST AFRICA AUDIENCE

- **WEBSITE**

8.3K Monthly Visitors

8.6K Sessions

16K page views

- **SOCIAL MEDIA**



5.6K  
Followers



4.6K  
Followers



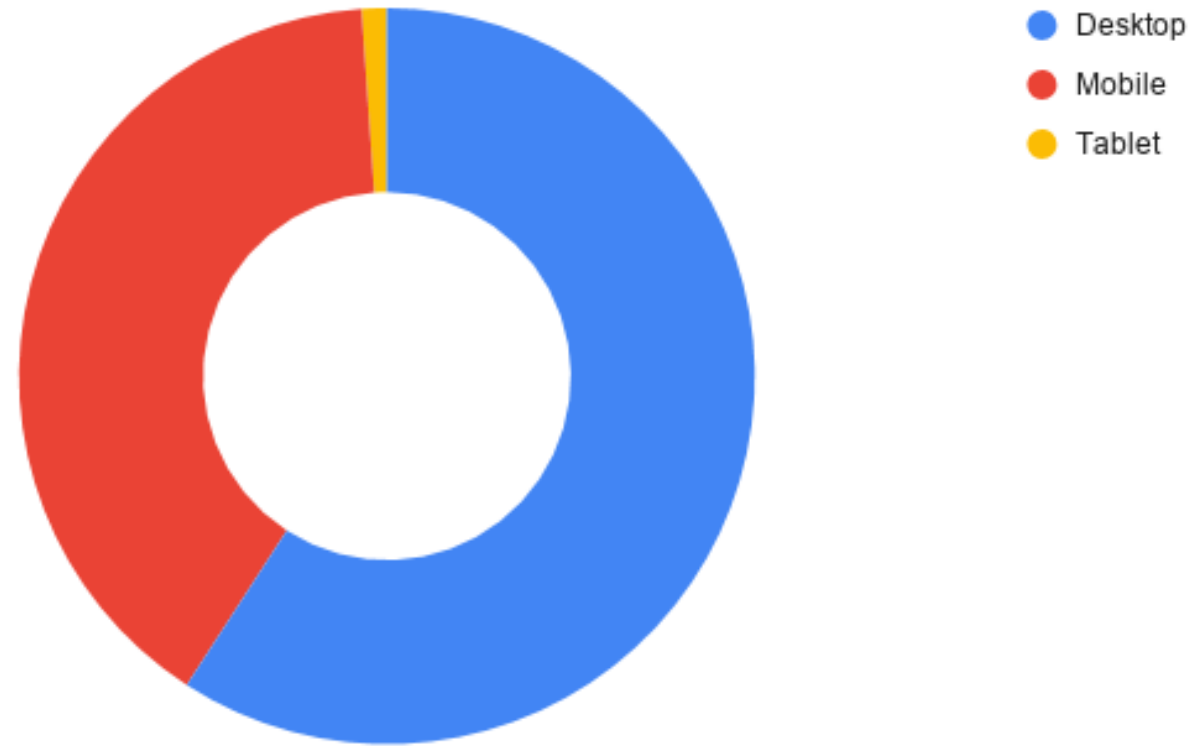
2.8K  
Followers

- **EMAIL**

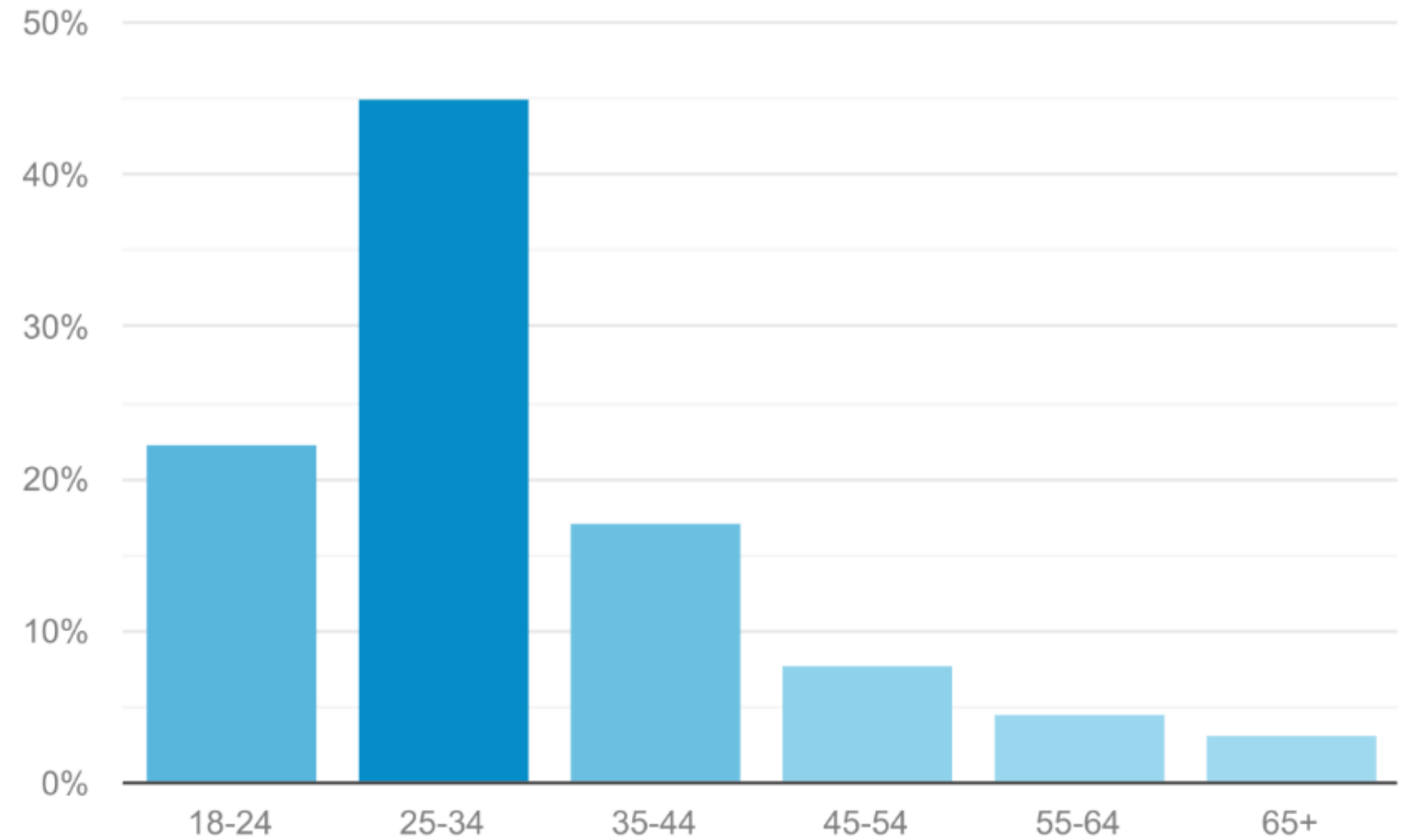
3.5K subscribers to our  
weekly newsletter

# DIGEST AFRICA AUDIENCE: DEMOGRAPHICS

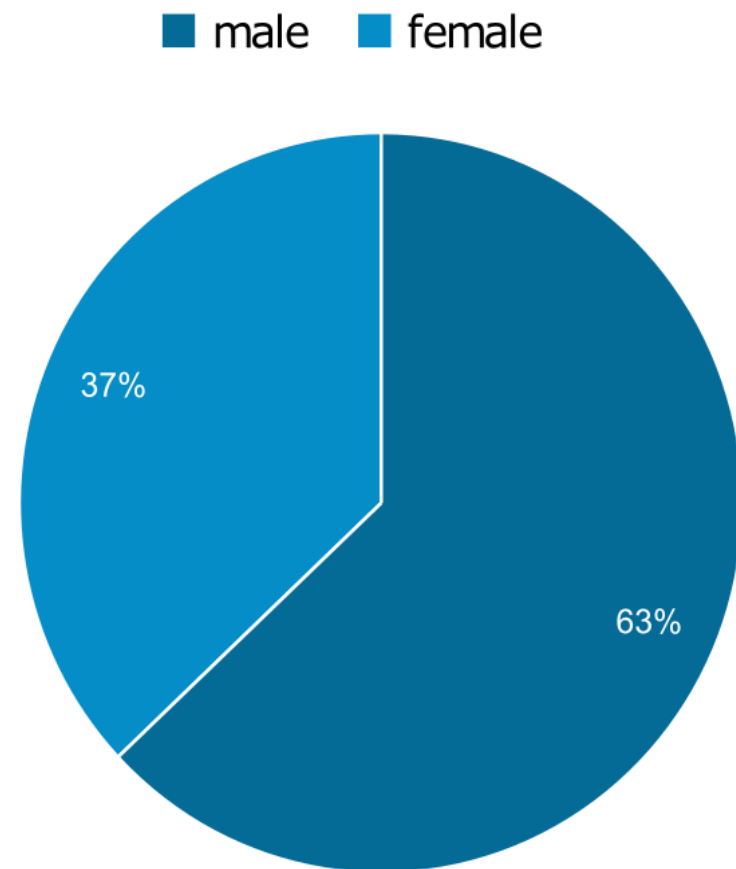
Device



Age groups



Gender



# ADVERTISING WITH DIGEST AFRICA

Digest Africa is the leading provider of news, data and insights into Africa's top early-stage technology companies.

Our products and insights are read accessed by leading entrepreneurs, tech executives, institutional investors, accelerators & , researchers across Africa and the world at large.

Digest Africa's advertising opportunities and products include;

- Standard web banners
- Digest Africa's weekly newsletter
- Sponsored posts
- Link insertion ads
- Events and reports sponsorships

## **Sponsored post**

- This is suitable for brands that wish to publish product reviews, promotional briefs/ articles and special announcements.
- This is written by the brand's team and published by us on our home feed.

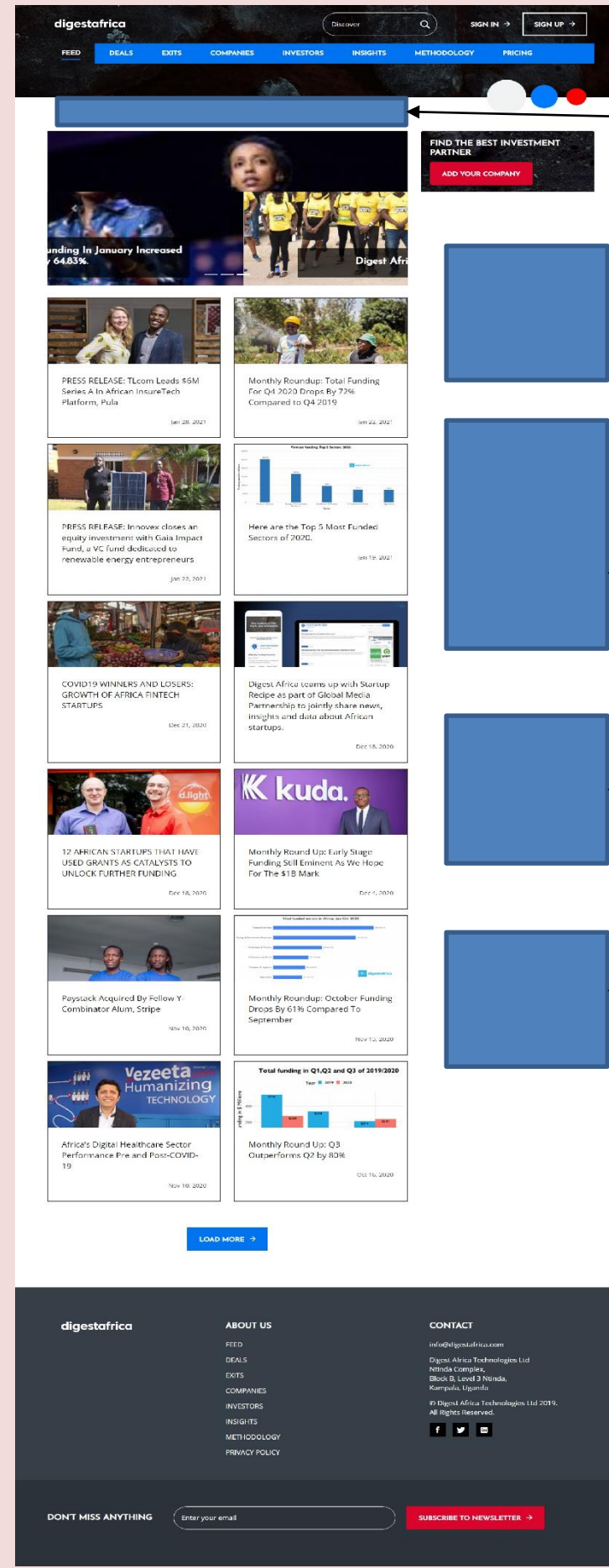
## **Digest Africa weekly newsletter**

- Our newsletter covers an in-depth look at the investments landscape and goes out every week on Friday to over 3.5k subscribers.
- This will accommodate a banner of size 600x400 px, with accompanying text not exceeding 250 characters.

## **Link insertion ads**

- This is suitable for advertisers that would like to place clickable links within articles and briefs.

# DIGEST AFRICA STANDARD WEB ADVERTISING



Leaderboard ad unit  
728x90

MPU  
300x250

Double MPU  
300x250

MPU  
300x250



# PRICING

PRODUCT	DESCRIPTION	PRICE
Sponsored post	Press release, Product review, Campaigns launch	\$100
Digest Africa Newsletter	Text with accompanying image	\$150/month
Website - MPU	Formats: HTML5, gif, jpeg, png Size: Less than 150kb	\$150/month
Website - Leaderboard	Formats: HTML5, gif, jpeg, png Size: Less than 150kb	\$250/month
Website – double MPU	Formats: HTML5, gif, jpeg, png Size: Less than 150kb	\$200/month
Link Insertion	Clickable link inserted in our old articles & briefs	\$15

**For our report  
sponsorships and custom  
packages,  
please contact  
[info@digestafrica.com](mailto:info@digestafrica.com)**

