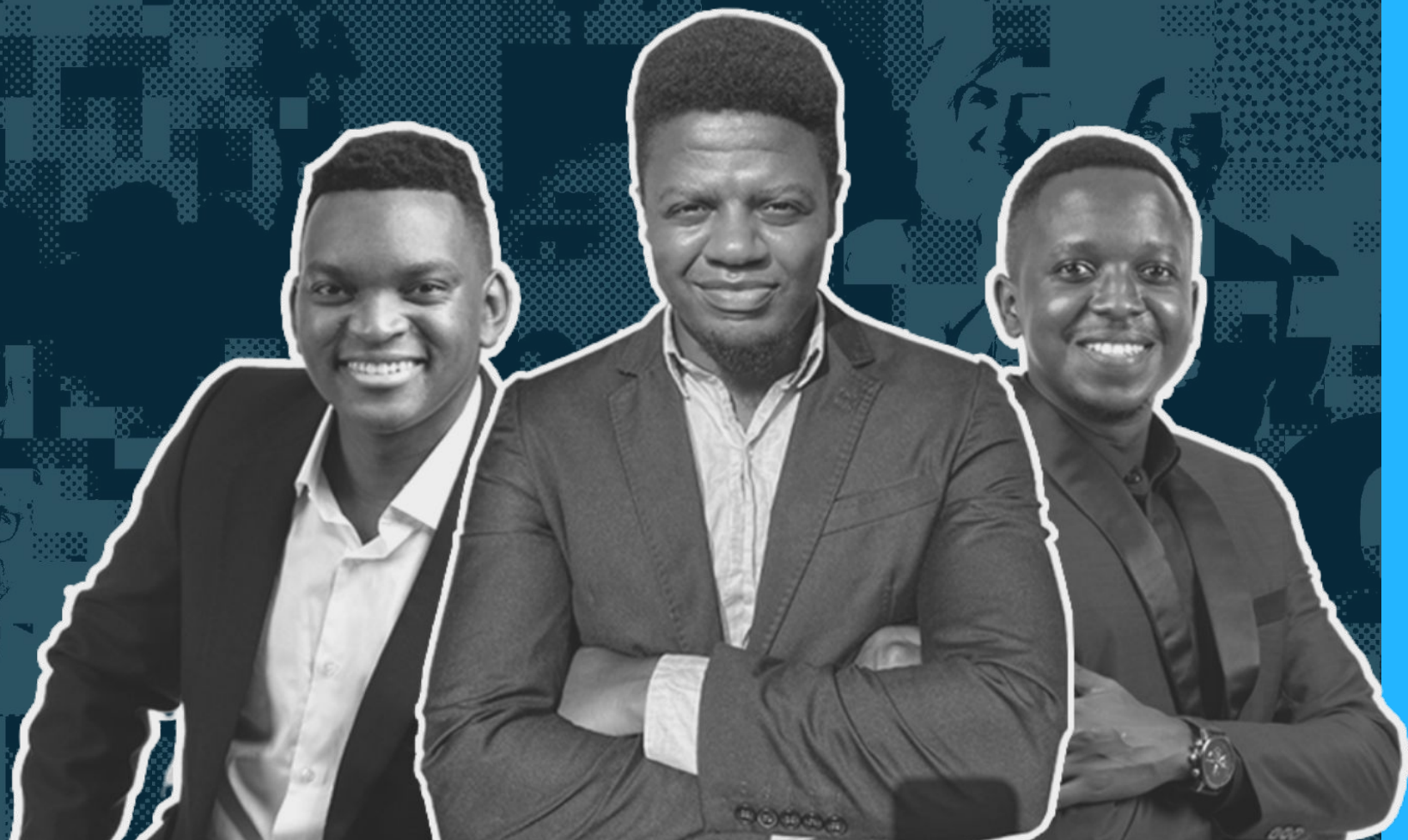


Inc. Africa

incafrica.com

Keep good company
with those who've
made theirs successful



Serial entrepreneurs & inventors, Joseph Rutakangwa, Tinashe Alpha Sibanda & Eric Sewankombo of KrediblePro are reimagining employment in Africa. They were also Inc.Africa's first customers

2022 Commercial Deck
Contact : Mark Knocker
mark@incafrica.com

Startup
Grow
Lead
Innovate
Technology
Money
Awards
Events
BrandView



LEAD RACHEL NYARADZO ADAMS

The Power of Distinctions

How to learn making and using them to find new perspectives.

TOP STORIES

FEMALE FOUNDERS

Addressing the Deficit in Funding for Female Founders

TECHNOLOGY

Stop Freaking Out About AI

CONSCIOUS LEADERSHIP

CSR is Just an "Add-On" – A Cost of Doing Business

MARKETING

Four Things You Need to Succeed in Marketing

GROW

Why You Need to Mix Up Your Business Network

Inc.Africa This Morning

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Exclusive to Africa



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Inc.Africa offers content for businesses from startup to enterprise. Every single story on Inc.Africa includes a key insight or lesson. Inc.Africa:

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- Benchmarks high-growth companies
- Tells the inside story of 'how we did it'
- Offers peer to peer learning
- Thought Leadership and Expert Advisories

Business builders come to Inc.Africa for advice from the continent's top thinkers, innovators, founders and authors. Our content includes research, new ideas and trends related to startups, money, growth, leadership, management, technology and innovation

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HOME

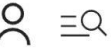


Photo Supplied; Artwork by Melusi Chiposi

INNOVATE BY CHARLES LEE MATHEWS

Writing Africa's History of Innovation And why investing in a continental narrative will drive systemic rewards.



It is high time that African innovators are supported and that their stories are recorded and amplified, says founder of Disrupting Africa, researcher Nnamdi Oranye.

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Inc.Africa is the go-to resource for the continent's boldest and most ambitious people: entrepreneurs. Inc.Africa targets founders, innovators, entrepreneurs and influential business builders who are shaping Africa's future. The most trusted source in entrepreneurship, Inc.Africa inspires and guides the C-suite building Africa's economy.

1.6M

monthly page views

719K

monthly sessions

51 600

daily page views

550K

monthly users

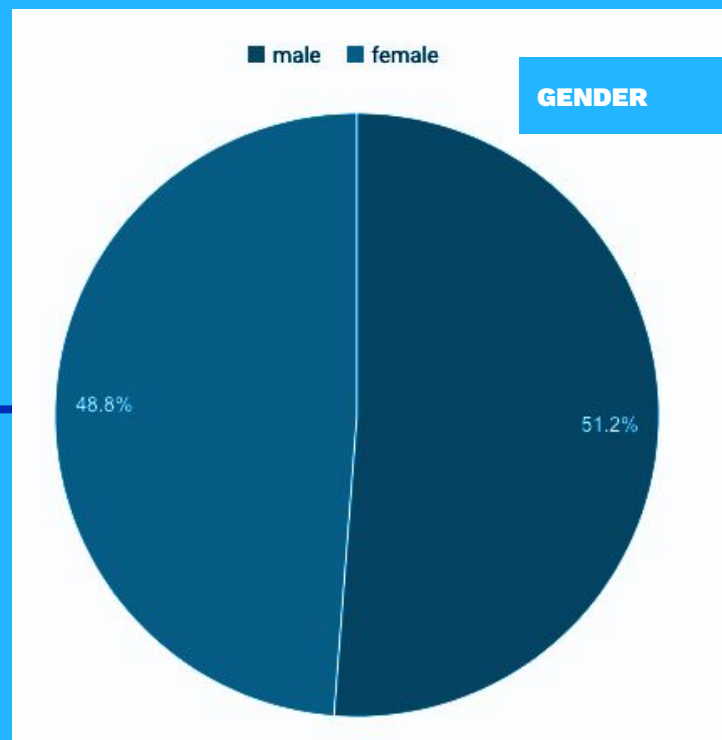


Salma Seetaroo is changing the face of cashew nut processing in Côte d'Ivoire,



Real Leaders Real Businesses Real Money

Inc.Africa Reader, Jason Njoku – Arguably one of Africa’s most well known entrepreneurs in Africa, Njoku is the founder of IROKOTV one of the largest African paid content services. He co-founded and sold IROKO to a French Media in 2019 in the largest West Africa media deal in history. One of the earliest angel investors in Nigeria deploying \$2m with Spark, Njoku has deep knowledge of African venture capital, startup acceleration and business development



1. Lagos

TOP PLACES

2. Nairobi

3. Cape Town

4. Accra

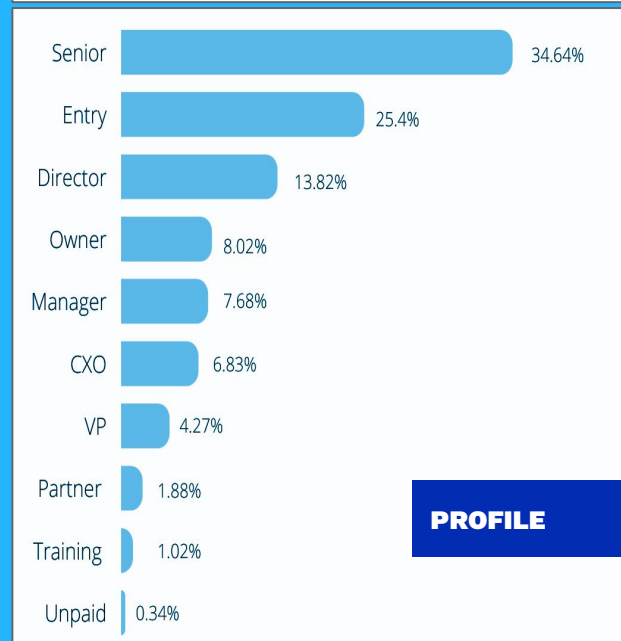
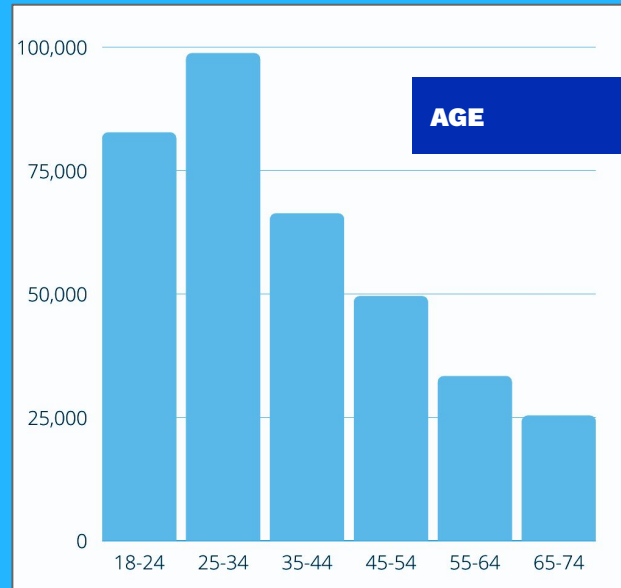
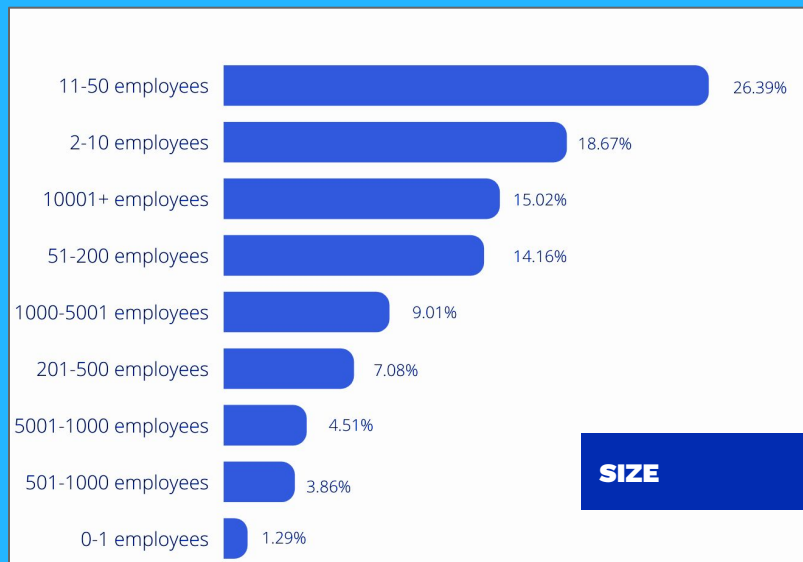
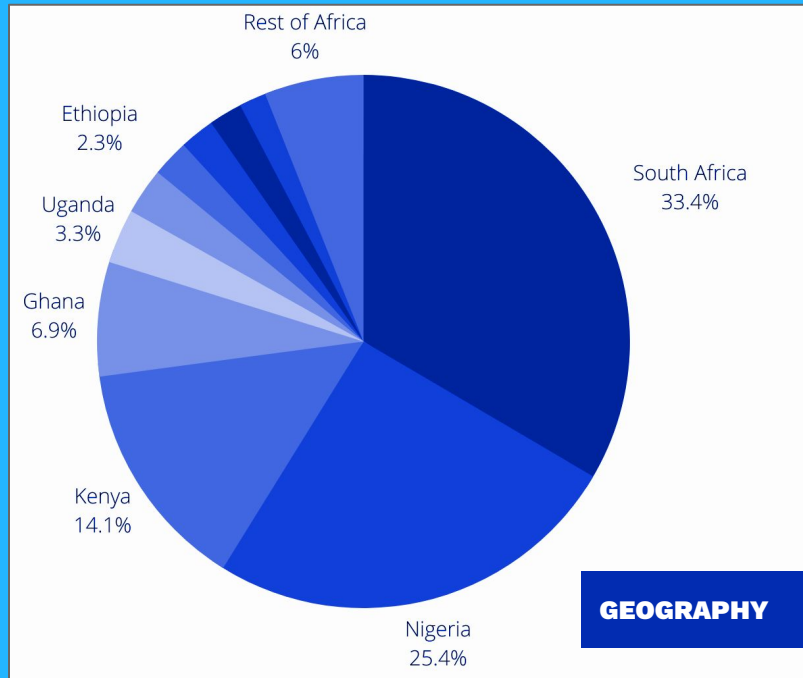
5. Pretoria

6. Sandton

7. Abuja

8. Kampala

Our readers are leaders.



**Dzingira Matenga, Managing Director
at Accenture & Thought Leader**

The background features a collage of images of African people, including a woman in a headwrap, a man in a suit, and a group of people. A faint map of Africa is also visible in the center. The overall color scheme is orange and yellow.

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Celebrate
Innovation

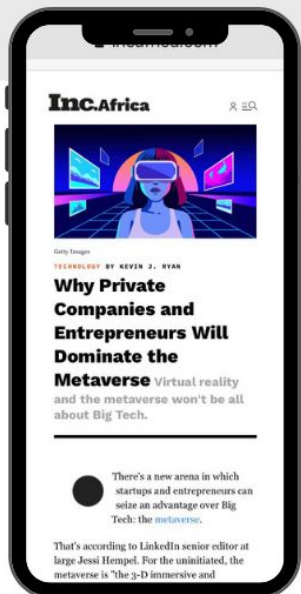
Advertising



IncAfrica.com is a one-stop home for everything founders and business builders need to grow any business at any stage. Our readers are visionary humans leading business in Africa today. Editorial focuses on the entire business lifecycle, and uncovers what it takes to create and run a successful company. Our core categories are StartUp, Grow, Innovate, Technology and Money. Lead stories that show 'how to' take predominance. The forms editorial uses includes in-depth interviews, profiles, teaching stories, columns and op-eds, case studies, insights as well as Thought Leadership and Expert Advisories.

Advertising opportunities include:

- Takeovers
- Mobile ads & carousels
- Video ads
- Content marketing
- Social
- Creative studio



Advertising

Website Adverts

Dimensions	CPM	Type	Position	Description
300 x 300	R360	Static	Homepage Right	Large Square
970 x 250	R255	Static	Homepage Bottom	Billboard
300 x 600	R360	Static	Article Left	Medium Rectangle
970 x 250	R165	Static	Article Top	Billboard
970 x 250	R165	Static	Article Body Bottom	Billboard
970 x 250	R180	Static	Brandview Top	Large Rectangle
970 x 250	R180	Static	Brandview Body Bottom	Large Rectangle

Display ad sizes

File Format: JPEG, GIF, HTML (Approved Third Party Tags)

File Size: Max 80 KB

Rich media available on request

-
- | | |
|---------------------|--|
| • Medium Rectangle | 300px (w) X 250px (h) |
| • Billboard | 970px (w) X 250px (h) |
| • Super Leaderboard | 970px (w) X 90px (h) |
| • Wing Banners | 160px (w) X 600px (h) Left and Right sides of page |
| • Leaderboard | 728px (w) X 90px (h) |
| • Half Page | 300px (w) X 600px (h) |
| • Mobile Carousel | 300px (w) X 250px (h) |
| • Double MPU MOB | 300px (w) X 600px (h) |
| • Mobile | 320px (w) X 50px (h) |
-



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Invest in a game-changing solution that connects your brand to the audience that matters most to Africa – entrepreneurs. Inc.Africa Brand Studios delivers strategic and creative solutions for brands who want to connect with business builders. Let Inc.Africa Brand Studios help you design campaigns that engage founders, CMOs and company builders who lead and influence today's business agenda.

Campaign Services:

- Digital Campaign Strategies
- Campaign Ideation and Creative
- Craft Content Creation
- Distribution of Content
- Newsletter and Email Marketing
- Native & Innovating Content Formats
- Engaging Experiences & Events
- Creative Design

Brandview.

An Inc.Africa Brandview media office is your window to the Inc.Africa world. Use this anchor on Inc.Africa to tell the story of your startup or company, and the people behind it.

At the heart of any content program sits Inc.Africa Brandview – our powerful promotion and analytics tool. This ensures that your brand's stories is in front of the right people.

Inc.Africa

BRANDVIEW

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Grindstone is a structured entrepreneurship development programme that assists high-growth innovation-driven companies to get the fundamental building blocks in place to scale quickly and become sustainable and fundable.

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Lead

Innovate

Technology

Money

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ALL

TRADE AND INVEST

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FINANCE

FASHION AND BEAUTY

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NELISA RAQUONGO

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B2B sales is changing fast and it demands that sales leaders practice a new kind of collaborative selling.

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Name

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Thats it. thats the tweet.

Content marketing

Tell your brand's story and reach entrepreneurs, founders and business builders throughout Africa. Let Inc.Africa Brand Studios help you craft resonant, relevant content with a content projects 100% tailored to fit your unique needs. Inc.Africa BrandView native content program is a purely digital play to the highly-targeted audience of 550 Thousand monthly unique visitors to IncAfrica.com.

Let Inc. Africa Brand Studios create crafted content which is posted with distribution/promotion across IncAfrica.com. Choose a three, six or twelve month programme. Content stays online for one year, so the brand can continue to link back to its website (promoting great SEO value).

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Namibian Athletes Christine Mboma and Beatrice Masilingi withdrawn

With 8 million unemployed, business owners are still struggling to find help. Experiences may be their answer. With 8 million unemployed, business owners.



Senegal Plans 'Africa's First' Covid-19 Vaccine Manufacturing Hub

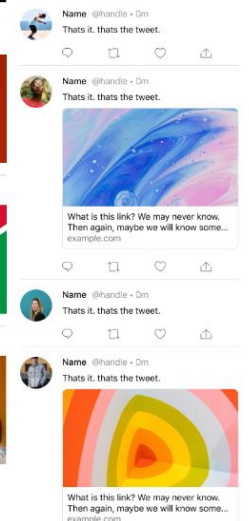
Senegal is taking the continent's first step to producing Covid-19 vaccines locally by building a manufacturing plant in partnership with international financiers.



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GRINDSTONE



LEADER

The Quiet Liberation of Consciousness Positivity And how it led to Rapelang Rabana's success as a businesswoman and investor who's been called a global innovation icon.

BY DONALD LEE FORTUNE, PUBLISHED AT INC.AFRICA, 10-04-2021

Positive Minds



Photo: Keith Gbiri, Editor: Masha Gurevich, & text by Robert Cooper

● Ask the serial technology entrepreneur-own-investor what the secret to her success is, and she'll tell an essential story for all female founders.

"Early on I started to doubt this thing of living on autopilot and following the rules," Rabana says.

"My ability to stay close to uncomfortable questions allowed me to keep questioning, and to be a fly on the wall of my own life. I'm living my life, but I can also step out of my feelings, and my mind, and just look at myself," she adds.

"My parents are definitely the biggest contributors to how I see the world. They are the first generation out of poverty for their families."

Having witnessed the process from an early age, she's not surprised that they could create a level and quality of life that was quite remarkable. "I learned from them that you've got to work ridiculously hard."

Rabana says that both her parents had full-time jobs and ran several side businesses at the same time. On top of that, they continued to study to further themselves – to make enough to get their children into good schools.

"My parents showed me that you can manifest. That you can intentionally make choices and realise them," she says.

The first venture

One of southern Africa's youngest self-made millionaires, Rabana's first exit was from Yeigo, a voice-over-internet service that enabled users to make cheap mobile calls. She co-founded the product together with Welter du Toit and Lungisa Matshoho shortly after the trio graduated from the University of Cape Town in 2006.

A close-knit team, the Yeigo inventors tackled a lack of capital with plucky self-reliance and creativity, enabling them to solve their problem of access to affordable telephony and do so for a burgeoning market as well.

Yeigo afforded customers dependent on mobiles the ability to make cheaper calls coupled with an innovative, accessible product. This, together with the founders' continual reinvestment in research and development (R&D), saw Yeigo able to scale from the start.

By 2009 it was bought by a now-defunct Swiss communications group called Telfree. Rabana headed R&D for Telfree for a couple of years but soon felt constrained.

Sponsorships

Premium brand partner

Our audience of influential founders, small-business owners and industry leaders are reassessing how they run their companies. They're seeking new opportunities—beneficial partnerships, innovative solutions, essential tools and invaluable resources—that will help them recover so they can focus on driving their businesses forward.

Be the brand that connects entrepreneurs to visionary leaders, their peers and valuable insights that propel success in 2021/2.

Own Inc.Africa's full first year. This sponsorship includes a right of first refusal for 2023. It includes:

- Ownership of entire learning media ecosystem
- Ownership of sub-categories including: StartUp, Grow, Lead, Innovate, Technology, and Money
- Ownership of all reader newsletters
- An opportunity to use Inc.Africa's brand and credibility to push for business building in SA and drive social change, and build narrative on this
- Use of Inc.Africa's content catalogue for innovative content
- Full PR, advertising and marketing rights
- Use of Inc.Africa's content library for bundling/marketing
- Enterprise subscription
- First rights to Inc.Africa's programmes including Best Place to Work, The Deal Room, Female Founders, and more.

Category partner.

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The opportunity to own one of Inc.Africa's five category properties, namely StartUp, Grow, Lead, Innovate, Technology and Money for a year. This category sponsorship includes:

- The ability to use our content to create an internal 'African business builders' programme that drives internal entrepreneurialism
- A programme that brings leading African business builders into the business
- Sole sponsorship of all events for the first year
- The ability to host one high-level event with our editorial staff and Africa's top business builders
- The ability to participate in programme that links investors to emerging founders
- A commercial content team that will work alongside you to craft and get your message to market the Inc. way

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Grow

Lead

Innovate

Technology

Money

Awards

Events

BrandView

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PERSONAL
CAPITAL

BOOTSTRAPPING

CROWDFUNDING

VENTURE
CAPITAL

BORROWING

PERSONAL
FINANCE



MONEY MDUDUZI LUTHULI

How to make emotionally intelligent decisions about money The surest way to create wealth with limited resources is to figure who you are, what you want and why you want it.

PRIVATE EQUITY 50 KEVIN J. RYAN

How This Florida PE Firm Helped a Solar Business Grow Revenue More Than 15X

For Powerhome founder Jayson Waller, taking private equity is paying off in a big way.



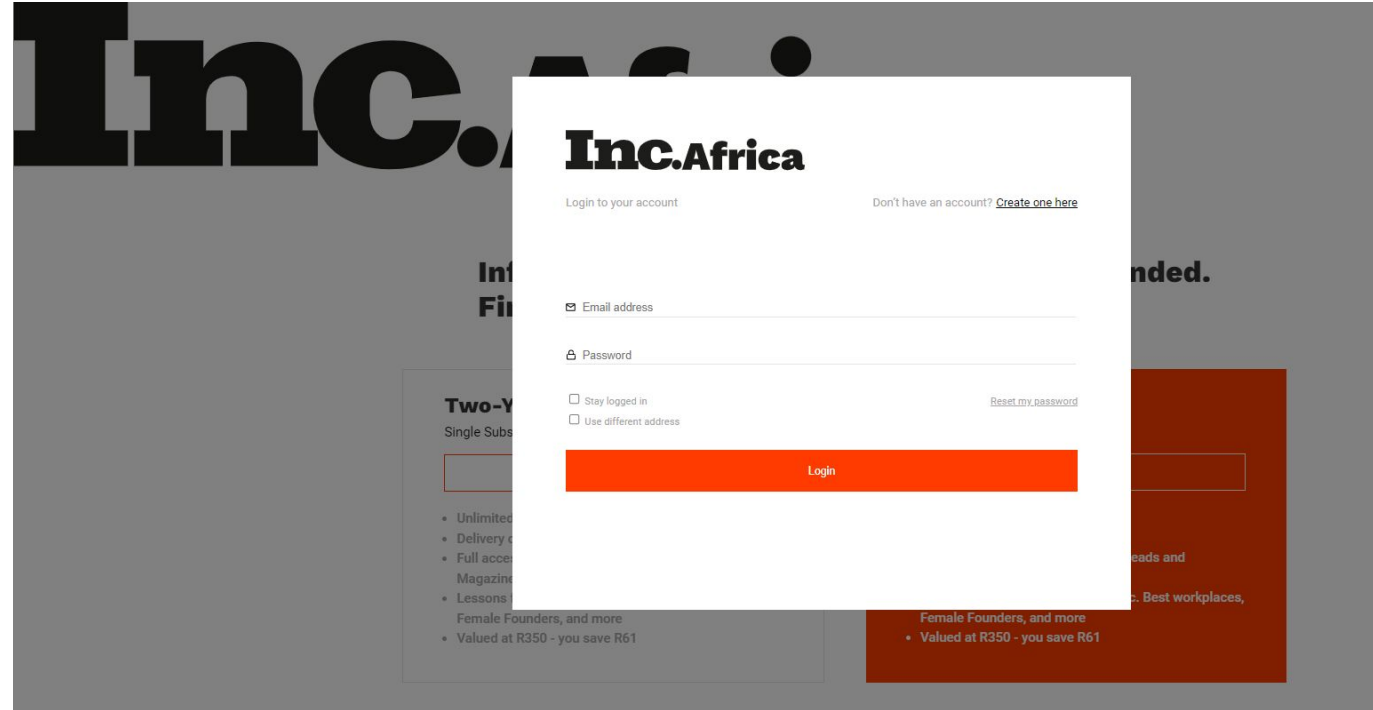
Bulk Subscriptions.

Access to information is very vital for the success of African entrepreneurs.

Organizations that want to assist African entrepreneurs to develop skills to build and enhance their businesses can do this by offering subscriptions for their audience, employees and partners.

Subscription to Inc.Africa will give them

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- Lessons from the Inc.Africa Thought Leaders, Female Founders and Brandview Sites



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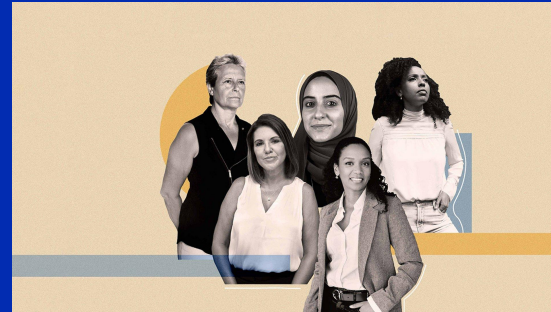
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Inc.Africa is dedicated to teaching entrepreneurs how to start, run and grow their businesses. Strategic partnerships with organizations that have the same vision always go a long way towards the development of African entrepreneurs, innovators and business builders.

We offer a variety of marketing solutions and we can tailor packages to align with your objectives and achieve desired results.

Contact : Mark Knocker
mark@incafrica.com