

Inc. Rate Card and **Africa** Sponsorships 2022

www.incafrica.com

**Powering Growth
Changing Lives
Celebrating Innovation**

Contact : Mark Knocker
mark@incafrica.com

Service	Cost	Duration	Position	Description
Brandview	R35 000	Monthly	Dedicated page	A dedicated editorial space from which a business can distribute two stories specifically crafted for them, and that tells their Africa/Growth story.
Takeovers	R20 000	Daily	Subject to availability	Ownership of entire pages or sections

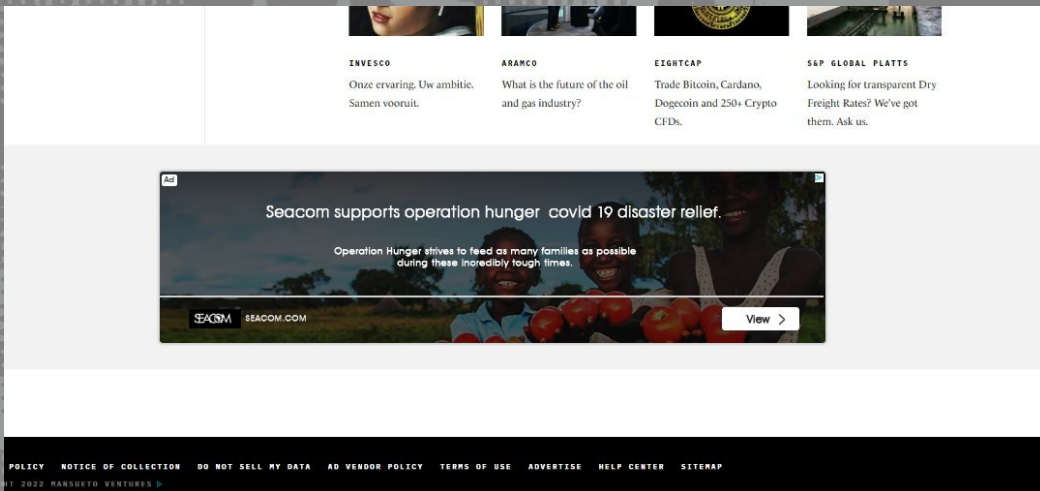
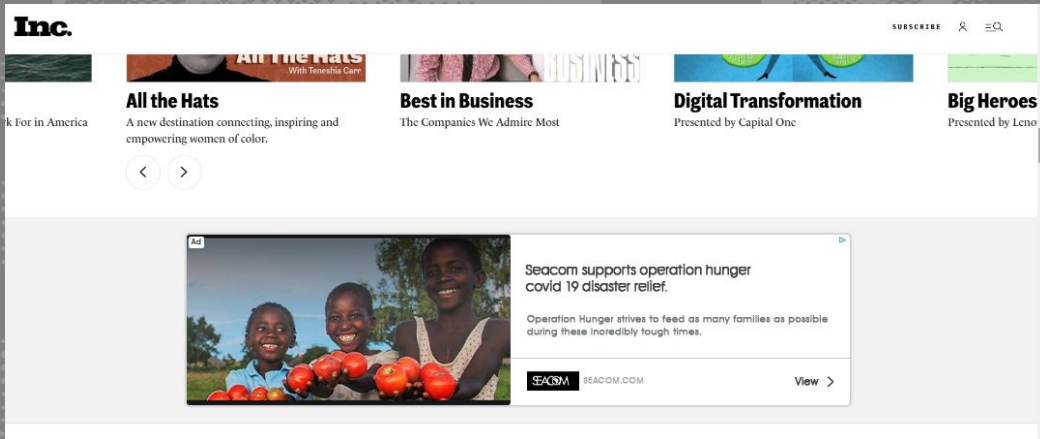
Service	Cost	Duration	Position	Description
Partnered Content	R3750	Per article	Article / Brandview.	<p>Client/Agency provided content and creative that is amended/edited by our content team and then published under the relevant Category or Pulse of the site.</p> <p>Creative required:</p> <p>Up to 600 words, 1-3 images, click through URL.</p>
Native Content	R5250	Per article	Article / Brandview.	<p>Inc.Africa-written and produced content that will be published under the relevant Category or Pulse of the site.</p> <p>Creative required:</p> <p>Full brief and direction on copy and writing style, messaging, tone.</p>

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

Examples : Homepage Bottom

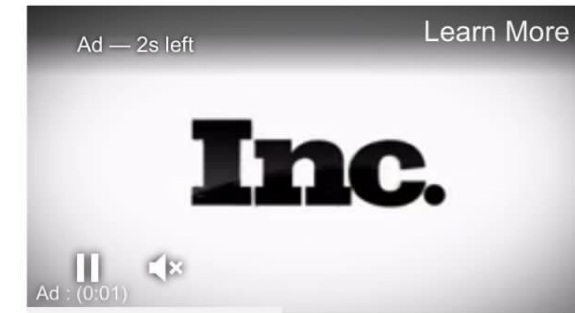
970 x 250



Article continues after video.

FEATURED VIDEO

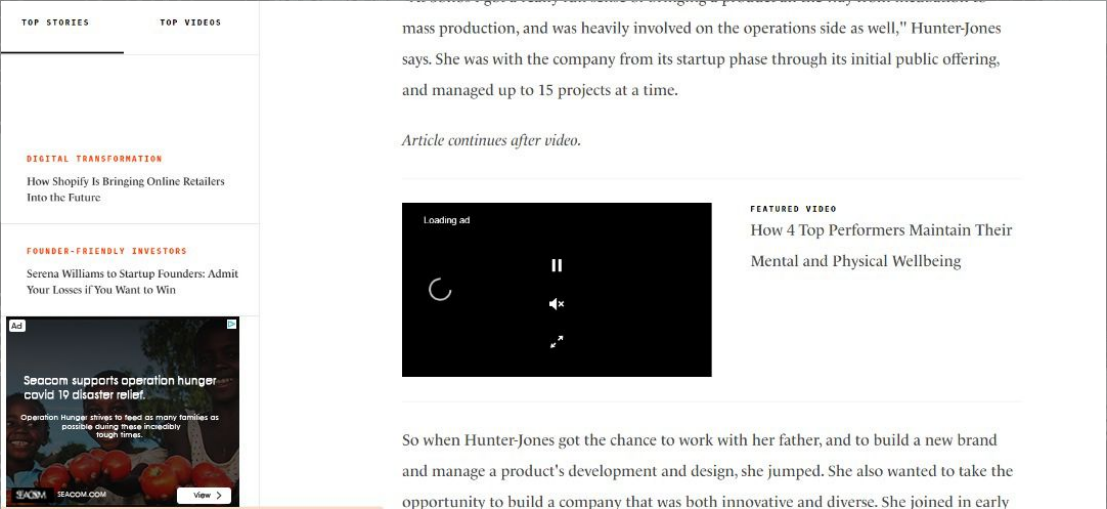
An Inc.com Featured Presentation



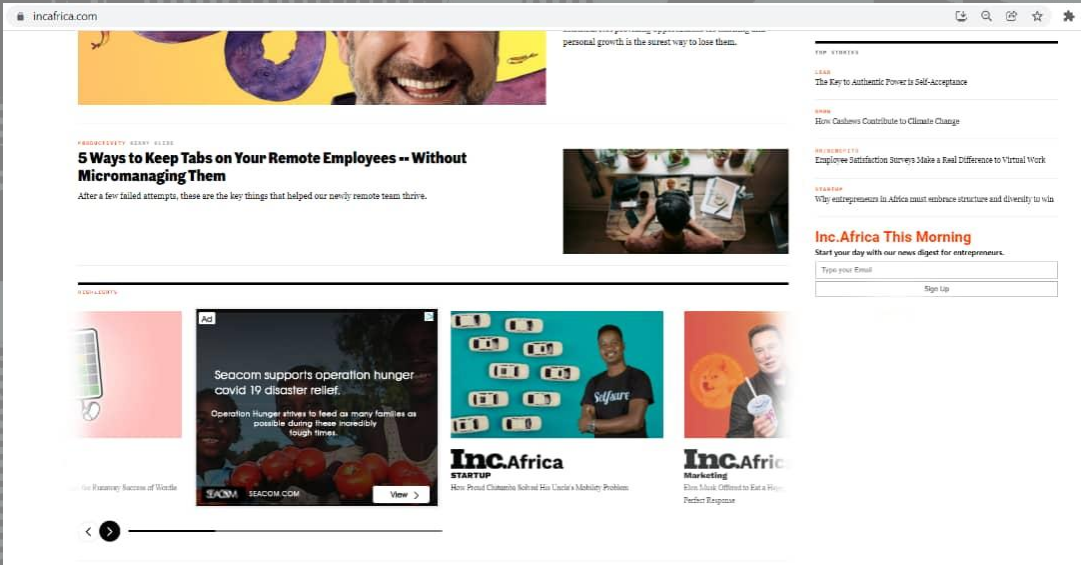
The answer may lie in A.I.-powered tools – which are accessible to small and mid-size businesses, as well as larger corporate entities. Scottsdale, Arizona-based Paradox AI uses



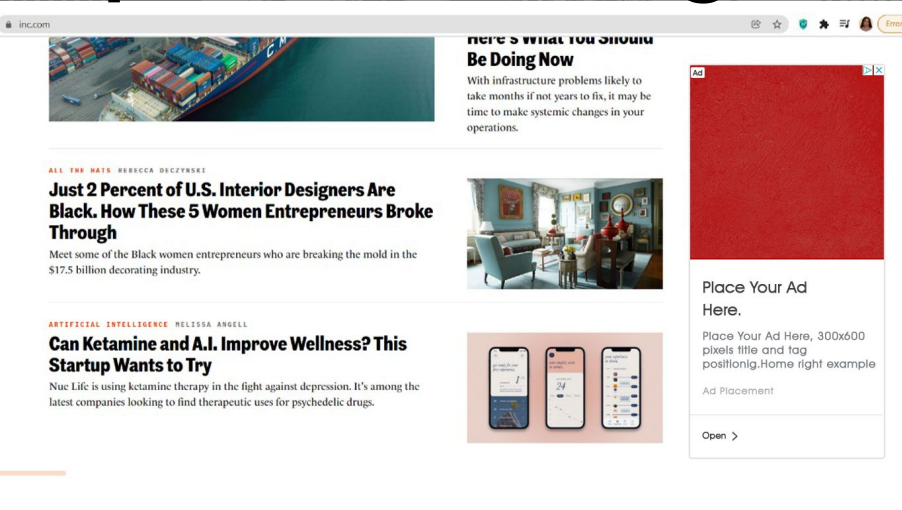
Example : Article Left 300 x 600



Example : Highlights Carousel



Example : Article Right 300 x 600



They Come in Great Numbers

Digital*

1.5MM

Monthly Organic
Page Views

1MM

Monthly Organic
Users

Sessions

995 000

Monthly Mobile
sessions

839 000

Monthly Desktop
sessions

Global Reach

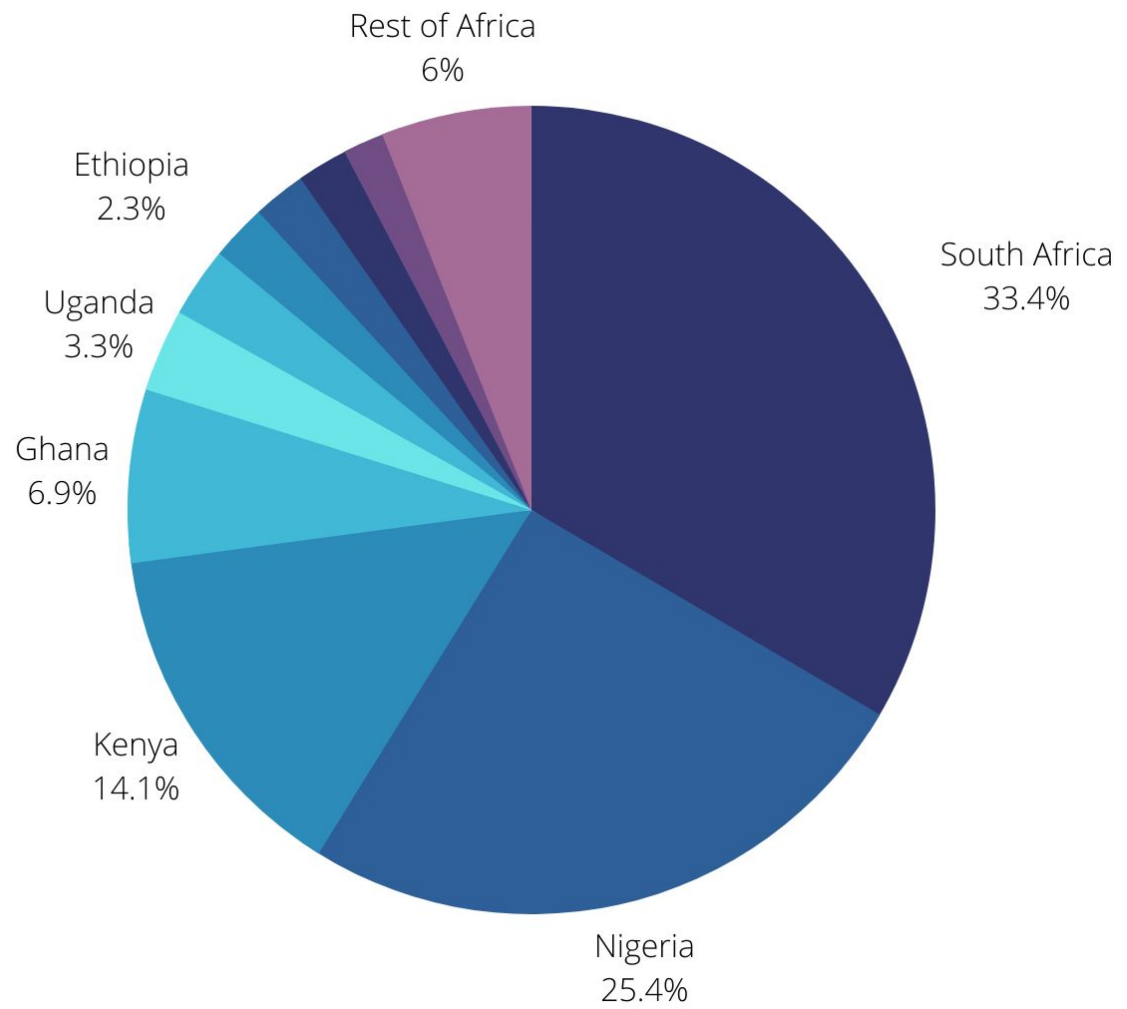
South Africa	31.65%
Nigeria	24.6%
Kenya	13.78%
Ghana	6.23%
Uganda	3.23%

Salma Seetaroo
CEO, Cashew Coast

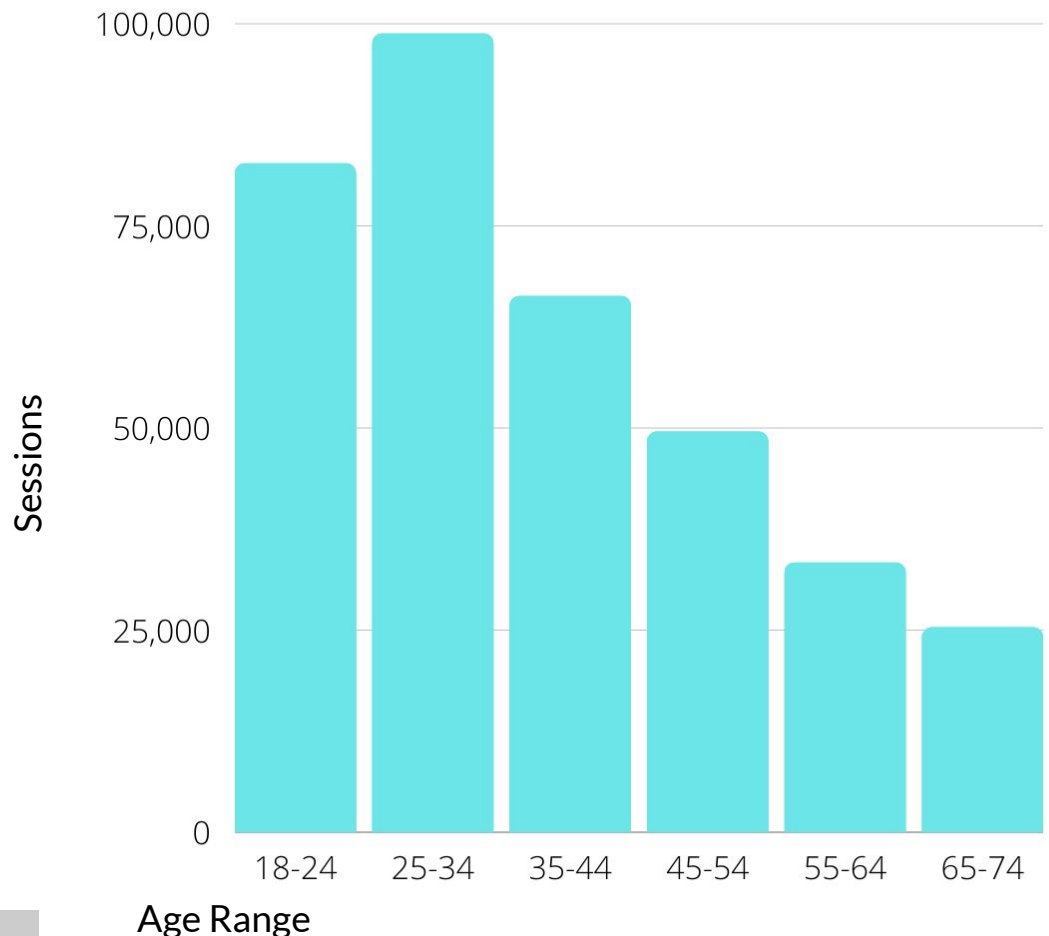
Market Overview



Top Locations



Age Breakdown



Menu of Capabilities Connection Points

The future of our world is being created by Inc.Africa readers. They are the innovative business leaders of today's fastest-growing companies.

1.5MM

Monthly Brand Footprint

Social

Organic and paid opportunities across all social platforms

Events

Inc.Africa Events provide the ideal environment to connect one-on-one with target audiences and provide a foundation for highly customized content development platforms

Inc.Africa Brandview

The most sophisticated, powerful platform for distribution of content marketing to a highly targeted audience

Audio

Inc.Africa Podcast Network

ROI

Inc.Africa works diligently with partners to meet and exceed KPIs in real time

MEDIA

Engage the most elusive affluent audience of business builders through customized solutions exclusively designed to meet your objectives.

Digital

New immersive, cutting edge impacts, Sophisticated targeting capabilities, Data Visualization

Inc.Africa Studio

Inc.Africa's team of communications specialists has expertise in storytelling, connecting with and engaging target audiences across multiple platforms

Video

New programming including: Inc.Africa The Deal Room, Inc.Africa500, Female Founders

Inc. Africa

Everything you need to start, run and grow your business.

Contact : Chantelle Jeradi
chantelle@incafrica.com