

## 2019 media kit

AFRICAN INDEPENDENT MAGAZINE IS A PIONEERING RESOURCE CONTENT PUBLICATION THAT SEEKS TO CHANGE AFRICA'S NARRATIVE BY PRESENTING THE TRUE AND DEEPER STORIES DRIVING THE AFRICAN SPHERE.



# *rewriting Africa's narrative*



***African Independent** magazine has a strong focus on technology, business and investment in Africa, in addition to covering the lifestyles of the biggest industry champions on the continent.*

*We focus on positive stories coming out of Africa, thereby seeking to rewrite the continent's narrative.*

*We strive for fair and balanced African stories that dig deeper into the socio-economic landscape, with a fine balance within the African political context.*

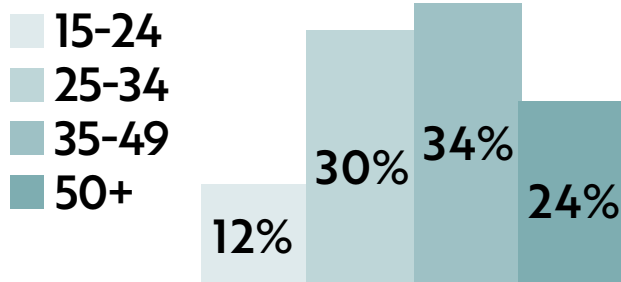
# AFRICAN

*independent*

*audience*



## AGE

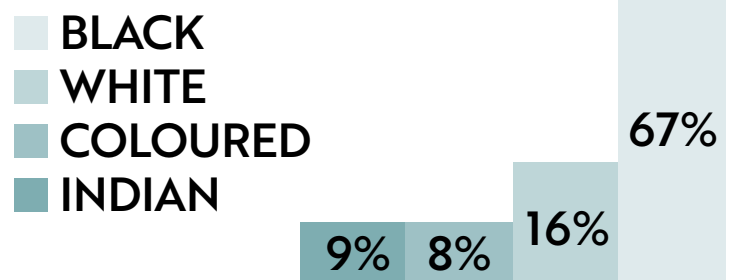


## AVG HOUSEHOLD INCOME

**R25 057**

GENDER  
**60%  
MALE**

## RACE



LSM  
**9-10**



**DISTRIBUTION**  
**8 500 COPIES**

- Pick 'n Pay, Exclusive Books and Spar stores
- Airport lounges at the three major airports in South Africa (O.R. Tambo International, King Shaka International and Cape Town International)
- African airports and major hotels in the following countries: Botswana, Kenya, Mozambique, Swaziland, Zambia and Zimbabwe.

**FREQUENCY**  
**6 ISSUES PER YEAR**

- January / February, March / April, May / June, July / August, September / October, November / December



African Independent  
**27 496**



@africanindy  
**2 364**



@Africanindy  
**566**



African Independent  
**121**



**africanindy.com**

*annual themes*



**JANUARY /  
FEBRUARY**

**The Leadership + Special  
World Economic Forum  
(WEF) edition**

**MARCH / APRIL**

**The Green edition**

**MAY / JUNE**

**The Youth edition**

**JULY / AUGUST**

**The Women in Africa  
edition**

**SEPTEMBER /  
OCTOBER**

**The Green edition**

**NOVEMBER /  
DECEMBER**

**The Culture edition**