

# Media Kit

Online advertising – [thezimbabwean.co](http://thezimbabwean.co)



## Contents

Click to view the relevant section.

<a href="#"><u>About Us</u></a>	3
<a href="#"><u>Monthly Traffic</u></a>	4
<a href="#"><u>Our Visitors</u></a>	5
<a href="#"><u>Interests</u></a>	6
<a href="#"><u>Engagement</u></a>	7
<a href="#"><u>Advertising – Desktop</u></a>	8
<a href="#"><u>Advertising – Mobile</u></a>	9
<a href="#"><u>Advertising – Tablet</u></a>	10
<a href="#"><u>Advertising – Specifications</u></a>	11
<a href="#"><u>Advertising – How to Buy</u></a>	12
<a href="#"><u>Paid Articles</u></a>	13
<a href="#"><u>Contact Us</u></a>	14



Wilf Mbanga, Editor

## About us

Established in 2005, The Zimbabwean has become recognised worldwide as an authoritative and accurate publication of record and a reliable source of information about Zimbabwe.

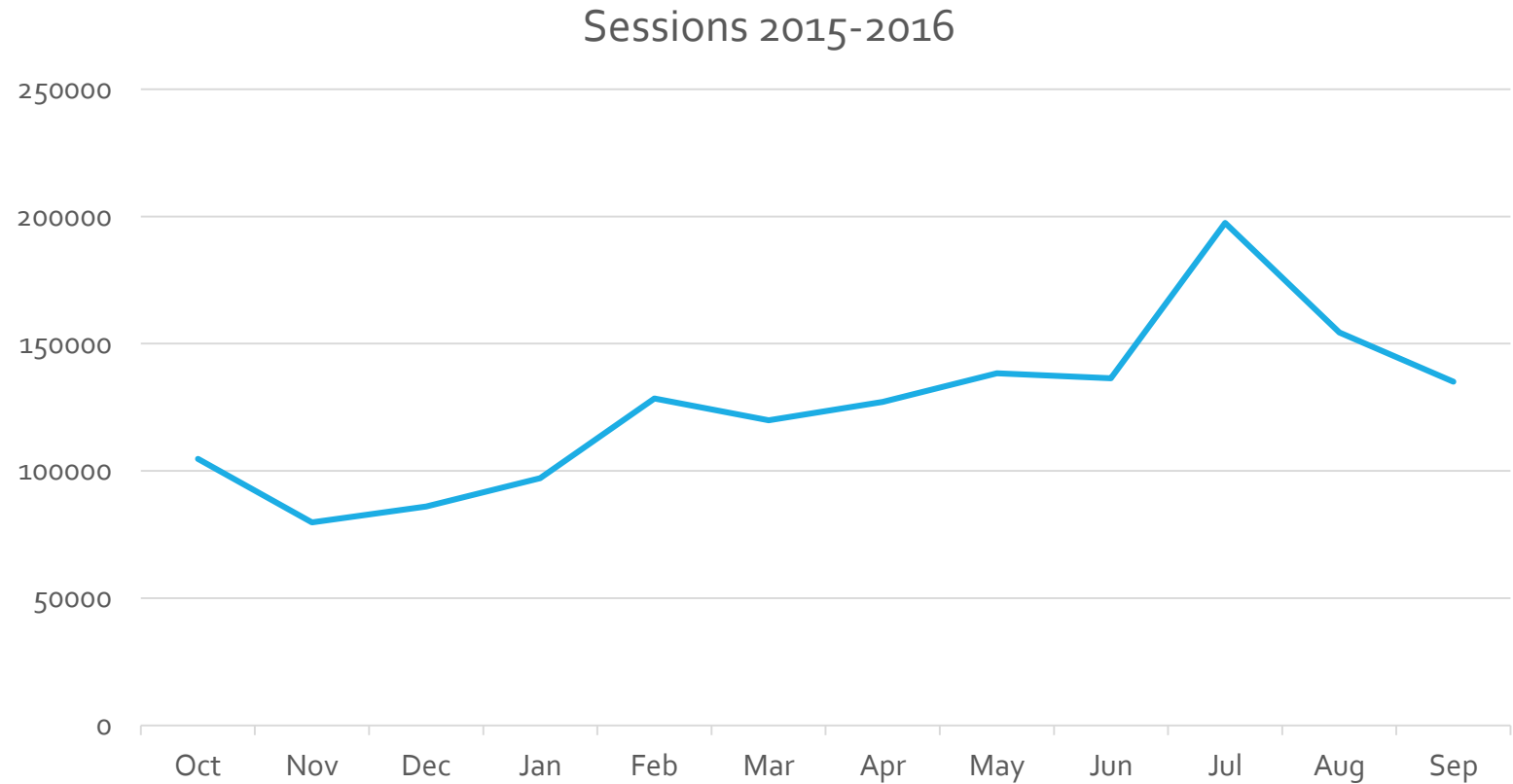
Until October 2015 our weekly newspaper was distributed in Zimbabwe, South Africa and the United Kingdom, while all content was also available on line. In line with modern trends, the newspaper has become an online publication.

Consistently ranked in the top 10 websites in Zimbabwe by Alexa, The Zimbabwean offers advertisers a flexible range of advertising solutions delivered using industry best practices and proactive campaign management.

# Monthly Traffic

September 2016  
Source: Google Analytics

Sessions (Visits)	Users	Page views
135,116	85,407	225,739

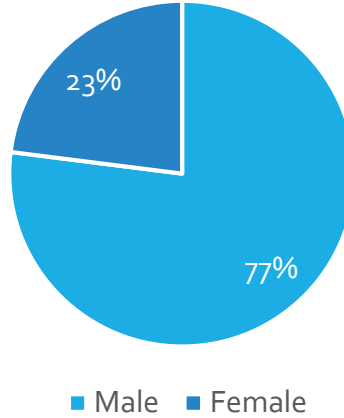


# Our Visitors

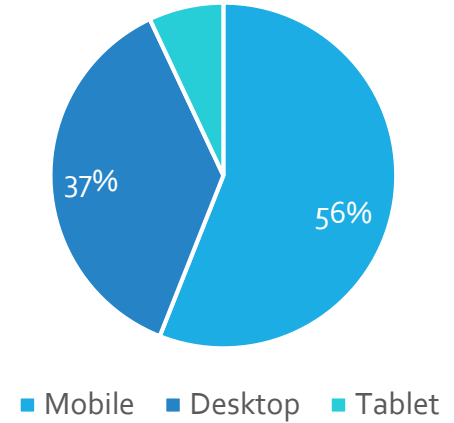
September 2016

Source: Google Analytics

### Gender

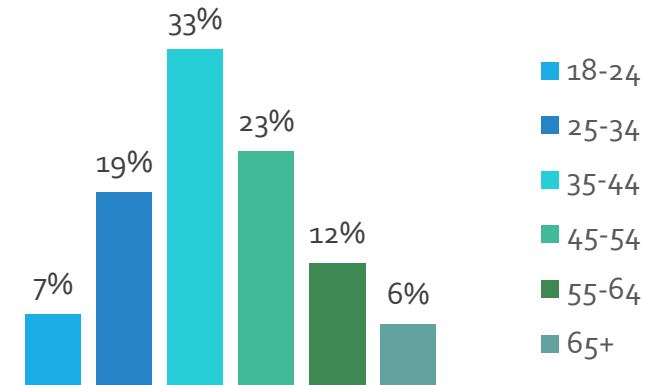


### Device Types



Top Countries
Zimbabwe
South Africa
United Kingdom
Kenya
United States

### Age



# Interests

September 2016

Source: Google Analytics

With thezimbabwean.co, advertisers reach an audience of career-minded consumers engaged in political discussions, education, investing and vehicle shopping.

## Affinity Category: Lifestyles

5.53%	Political News Junkies
4.19%	Soccer Fans
4.12%	Movie Lovers
4.01%	Avid Investors
3.86%	TV Lovers

Based on 66% of total sessions

Coverage of these categories varies by geography (some geographies have very low coverage).

## In-Market Segment: Looking for...

5.11%	Employment
4.28%	Post-Secondary Educ'n
3.45%	Motor Vehicles (Used)
3.26%	Investment Services
3.23%	Dating Services

Based on 57% of total sessions

## Other Category: Content Interests

8.38%	Politics
5.30%	Soccer
3.62%	African Music
3.52%	Celebs & Entertainment
3.13%	Gov't, Executive Branch

Based on 65% of total sessions

# Engagement

A platform for discussion

Opinions matter, especially among our loyal audience of fans and followers on Facebook and Twitter.



**The Zimbabwean**  
16 September · 🌐

▼

OPINION by #Jera: 'President Mugabe will make a rare trip to New York when he attends the UN summit of 23 September. After that 'shame, shame, shame' speech the entire nation is already cringing in anticipation of his next tactless outburst. When he expected cash from China, all he received was monopoly money. If there was anybody with courage in Zanu (PF) this would be the time to strongly advise the President that he will benefit more from having allies rather than enemi... [See More](#)




**22,424** People Reached

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**1,072** Likes, Comments & Shares

<b>638</b> Likes	<b>63</b> On Post	<b>575</b> On Shares
<b>252</b> Comments	<b>84</b> On Post	<b>168</b> On Shares
<b>182</b> Shares	<b>174</b> On Post	<b>8</b> On Shares

**4,703** Post Clicks

<b>1,804</b> Photo views	<b>2</b> Link clicks	<b>2,897</b> Other Clicks 📄
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**Followers**

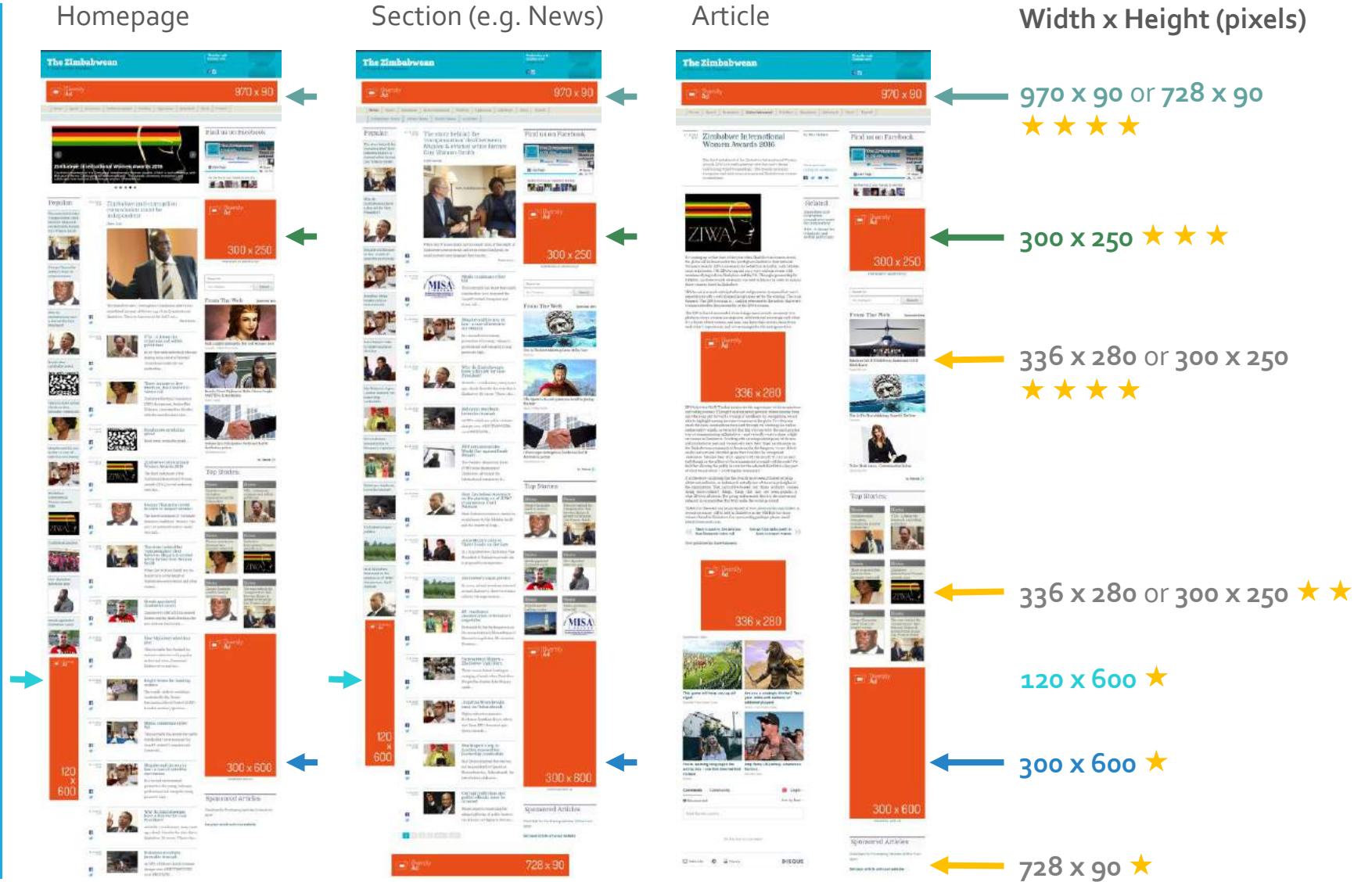
Facebook	31,000
Twitter	5,900

# Advertising Desktop

Reach desktop users when our website is in its widest layout.

Positions common to each page can be bought on just those pages, or site-wide.

★ Our star rating shows which positions usually generate the most clicks.



Page Type	Position	Width x Height (pixels)	Star Rating
Homepage	Top banner	870 x 90	★★★★
	Right sidebar (top)	300 x 250	★★★
	Right sidebar (bottom)	300 x 600	★
Section (e.g. News)	Top banner	870 x 90	★★★★
	Right sidebar (top)	300 x 250	★★★
	Right sidebar (bottom)	300 x 600	★
Article	Top banner	870 x 90	★★★★
	Right sidebar (top)	300 x 250	★★★
	Right sidebar (middle)	336 x 280 or 300 x 250	★★★★
	Right sidebar (bottom)	336 x 280 or 300 x 250	★★
	Bottom left	120 x 600	★
	Bottom right	300 x 600	★
Footer		728 x 90	★



# Advertising Mobile

Reach mobile users when our website is in its narrowest layout, with just one column per page.

Positions common to each page can be bought on just those pages, or site-wide.

★ Our star rating shows which positions usually generate the most clicks.

## Homepage



## Section (e.g. News)



## Article



## Width x Height (pixels)

← 300 x 250 ★★★★★

300 x 250 ★★★★★

← 300 x 250 ★★★

# Advertising Tablet

Reach tablet users when our website is in its intermediate layout, with two columns per page.

Positions common to each page can be bought on just those pages, or site-wide.

★ Our star rating shows which positions usually generate the most clicks.



# Advertising Specifications and terms

## Ad Specifications

File formats	.gif, .jpg, .png, .swf or third-party tags
File size	40 Kb maximum

## Terms

Payment	In advance
Methods	Bank transfer or PayPal
Currency	All advertising is sold in Euros. Any prices stated in other currencies are for guidance only.

# Advertising

Flexible buying options

Here's how to buy advertising from The Zimbabwean.

- **Option 1: CPM**

The CPM is the cost *per thousand times* we display your advertisement (each time we display an advertisement counts as an **impression**). With CPM campaigns, you have the flexibility to specify:

- Which countries to target
- How many times you want visitors to see your ad
- How long your campaign will run for
- Targeting of desktop, mobile and tablet users

Minimum order: **50,000 impressions** per month.

- **Option 2: Cost Per Day**

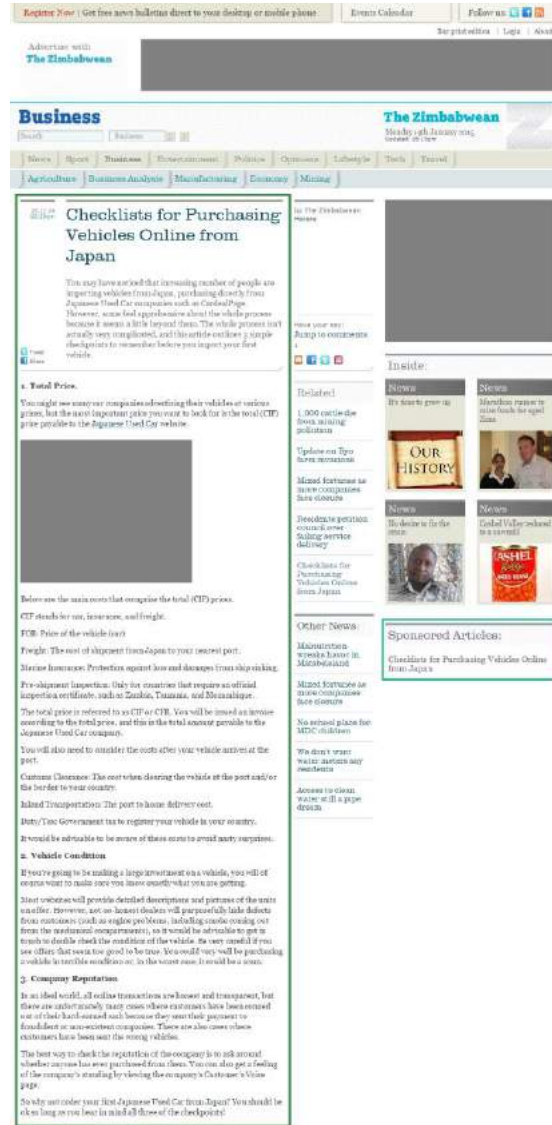
- **Option 3: Cost per Month**

**CONTACT US FOR AN OFFER: [thezim@diversityad.com](mailto:thezim@diversityad.com)**

# Advertising Paid Articles

With Paid Articles, your content is embedded into our editorial feed.

Inform, educate and engage our audiences while generating a new source of traffic to your website.



## Paid Articles package includes...

- Article up to 1,000 words
- Posted in one category (e.g. News) for 12 months
- 1 featured image
- 1 *follow* link

## Option – Sponsored Articles panel

- Internal link to article from Sponsored Posts panel on all pages
- Newest link placed at top of section

*Content from advertisers is to be well-written and is subject to editorial approval.*

# Contact Us

For more information on advertising with [thezimbabwean.co](https://www.thezimbabwean.co),  
contact [thezim@diversityad.com](mailto:thezim@diversityad.com).