



# Building a better Africa

---

*Media Kit 2021*



# CONSTRUCT AFRICA

# Contents

---

- Who we are
- Why ConstructAfrica?
- Our platforms
- Content streams
- Advertise with us
- E-newsletter advertising
- Website advertising
- Email shots
- Technical specifications
- Our audience
- Contact us



# CONSTRUCT AFRICA

# *Who we are*

ConstructAfrica is an online construction intelligence web portal providing news, analysis, industry reports, advertising and business information; we're focused on providing key insights into sub-Saharan Africa construction industry sectors.

Our content offering includes:

- The latest news, analysis and local information
- Comprehensive Project Tracker
- Regular research reports
- Construction-focused job board

# ***Why ConstructAfrica?***

The critical and timely flow of construction-focused intelligence is not yet available in sub-Saharan Africa. Yet the region is home to one of the world's fastest growing economies, as well as being the most popular region for the expansion of engineering and construction firms across the globe.

ConstructAfrica provides critical, on-the-spot local information — enabling international firms operating in the construction industry to make informed decisions when investing money and resource into this high-growth area.

***Through excellence and integrity, we're building a better Africa.***

# *Our platforms*

ConstructAfrica is available online as a daily news source accessed by construction and design industry professionals through desktops, laptops, smartphones & more. It's accessed by readers from across the globe, 24-7.

We also operate a fortnightly e-newsletter, delivered directly to our 12,000+ subscribers.



# ***Content streams***

News	Reports	Jobs	Project Tracker
We provide feature news, in-depth analysis and business information related to African construction markets.	We produce regularly-updated country and sector reports focusing on construction industries and related projects.	Our database of talent allows prospective employers to identify and hire qualified professionals on their construction projects in Africa.	We offer subscriptions to an in-depth project database, tracking capital projects in sub-Saharan African countries at all stages of their life cycle — from concept to completion.



# ***Advertise with us***

At ConstructAfrica, we're currently offering advertising opportunities to companies and organisations that we believe may benefit from an exposure to the African construction markets.

Our current advertising opportunities include:

- E-newsletter
- Website
- Email shots

# ***E-newsletter advertising***

Our fortnightly e-newsletter is read by over 12,000+ subscribers, including leading industry professionals.

## ***Our rates***

Banner (728 x 90 pixels)

Rate per issue:

- \$200 (1-4 issues)
- \$190 (5-11 issues)
- \$180 (12-24 issues)
- \$160 (25+ issues)



**CONSTRUCT  
AFRICA**



# Website advertising

Have your brand seen by thousands of readers from around the world, accessing our website daily.

## *Our rates*

### Wide Skyscraper (160 x 600 pixels)

Rate per issue:

- \$250 (1-4 weeks)
- \$237 (5-11 weeks)
- \$225 (12-24 weeks)
- \$200 (25+ weeks)

### Large Rectangle (336 x 280 pixels)

Rate per issue:

- \$200 (1-4 weeks)
- \$190 (5-11 weeks)
- \$180 (12-24 weeks)
- \$160 (25+ weeks)

### Landscape (750 x 200 pixels)

Rate per issue:

- \$200 (1-4 weeks)
- \$190 (5-11 weeks)
- \$180 (12-24 weeks)
- \$160 (25+ weeks)

# *Website advertising*

Have your brand seen by thousands of readers from around the world, accessing our website daily.

## *Our rates*

Landscape (980 x 120 pixels)

Rate per issue:

- \$200 (1-4 weeks)
- \$190 (5-11 weeks)
- \$180 (12-24 weeks)
- \$160 (25+ weeks)



# CONSTRUCT AFRICA

# *Email shots*

Access our subscription base of over  
12,000+ worldwide

## *Our rates*

Per email (for all users)

➤ \$250



# CONSTRUCT AFRICA

# *Technical specifications*

All copy and designs will be reviewed to ensure that no conflicts of interest are present. ConstructAfrica is not liable for any permissions your submitted content requires. It is your responsibility to ensure that any quotations or references in the copy or design submitted is approved before the email can be sent.

## Website advertising

- Banner (Wide Skyscraper): 160 x 600px
- Banner (Landscape): 750 x 200px
- Banner (Landscape): 980 x 120px
- Banner (Large Rectangle): 336 x 280px
- Formats accepted: jpg, png & gif

## Email newsletter

- Banner (Leaderboard): 728 x 90px
- Formats accepted: jpg, png & gif

## Email shots

- HTML
- All external URL links provided

# ***Our audience***

Our newsletter is read by subscribers in over 37 countries including:

- North America (USA, Canada)
- Europe (U.K., Spain, Sweden, Germany, Greece)
- Middle East (U.A.E., Lebanon, Jordan, Turkey, Qatar, Oman)
- Asia (India, Singapore, Indonesia, China)
- Australasia (Australia, New Zealand, American Samoa)
- Africa (South Africa, Nigeria, Kenya, Zambia, Morocco, Zimbabwe, Ghana, Rwanda, Egypt, Cameroon, Sierra Leone, Uganda, Equatorial Guinea, Ethiopia, Swaziland, Tanzania, Burkina Faso)





# ***Our audience***

Our subscribers & readers are involved in a range of industries including construction, engineering/architecture, management consulting, private equity, investment banking and market research.

Our audience consists predominantly of mid-to-senior level professionals including Managers, Team Leaders, Directors, Managing Directors and CEOs.




**“ConstructAfrica is the leading platform for key insights into the sub-Saharan construction industries, accessed by readers around the globe.”**

**— Segun Faniran, Publisher**

---



**CONSTRUCT  
AFRICA**



**We're here to  
help get your  
business seen.**

---



**CONSTRUCT  
AFRICA**

*Get in touch:*

*Segun Faniran*

*[hello@constructafrica.com](mailto:hello@constructafrica.com)*