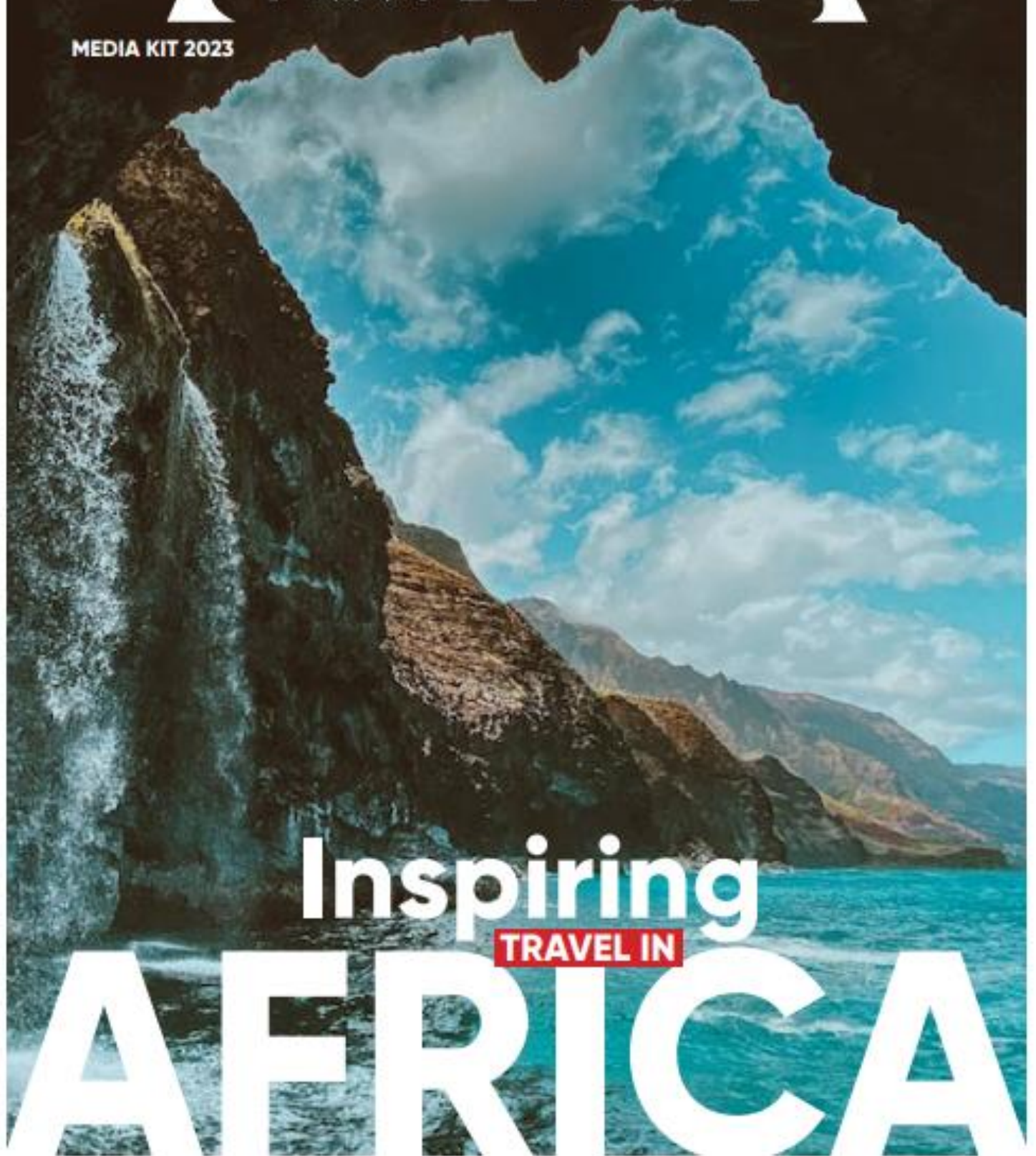


AFRICA

TRAVEL ✦ LIFE

MEDIA KIT 2023



Inspiring

TRAVEL IN

AFRICA

READERSHIP TARGETING THE RIGHT MARKETS



TAP BILLIONS FROM AFRICA RESIDENTS

AFRICANS ARE THE BEST AMBASSADORS OF THE AFRICA TOURISM INDUSTRY, AND WE ENCOURAGE THEM TO TRAVEL ALL CORNERS OF THE CONTINENT WITH STORIES IN WHICH THEY CAN RELATE.

FACTS

1.4 BILLION people live and work in africa with africans total private wealth estimated at **US\$2.1 TRILLION**. If targeted, africans can yield **\$105 TO \$630 BILLION DOLLARS** in africa tourism earnings.



PEOPLE SET ASIDE ANYWHERE FROM 5-30% OF THEIR INCOME ON LEISURE TRAVEL



AFRICAN DIASPORA IS AN UNTAPPED MARKET

POTENTIAL AFRICA
TOURISM EARNINGS BY THE
AFRICAN DIASPORA

\$82.7BN 2019 African Diaspora money sent to Africa.

350 MILLION African Diaspora Population.

\$109.4 BILLION Black US travelers spending in 2019.

US\$63 BILLION Spent by US black millennials on travel in 2018.

2 MILLION African immigrants live in the US.

1.4 BILLION Africa population.

US\$2.1 TRILLION Africans total private wealth.

\$630 BILLION DOLLARS.

10 REASONS WHY AFRICAN DIASPORA IS A HOT MARKET FOR AFRICA

DIASPORA COMMUNITIES EXHIBIT AN INTRINSIC DESIRE TO RECONCILE WITH THEIR HOMELAND.

AFRICAN DIASPORA HAS SOCIALLY SHARED IDENTITIES THAT DRIVE TRAVEL TO THEIR ANCESTRAL HOMELAND OF AFRICA

SENSE OF IDENTITY IS ROOTED IN SHARED HISTORY CULTURE ETHNICITY, ANCESTRY, OR COMMUNITY.

80% OF AFRICAN AMERICAN TRAVELERS LOOK AT THE DIVERSE RACIAL COMPOSITION OF THEIR DESTINATIONS.

42% OF AFRICAN AMERICAN MEETING PLANNERS SAY THEIR PARTICIPANTS FELT UNWELCOMED AT DESTINATIONS WHICH IS NOT LIKELY IN AFRICA.

IN 2019, GHANA REPORTED \$1.9 BILLION DOLLARS IN EARNINGS FROM ITS YEAR OF THE RETURN TARGETING AFRICAN AMERICANS.

50% WANT ETHNIC OR CULTURAL HERITAGE TOURISM

AFRICANS COME HOME, BUT MOST TIMES ONLY TO THEIR COUNTRY OF ORIGIN.

THERE ARE 41.6 MILLION AFRICAN AMERICANS IN THE US WITH 17% (7,072,000) TAKING ONE OR MORE INTERNATIONAL TRIPS EACH YEAR.

GREAT AIRFARES, AMPLE FLIGHTS, EASIER VISA RULES FOR EUROPEAN AND NORTH AMERICA TRAVELERS.



WE INSPIRE ADVENTURE

US \$288 BILLION

ESTIMATED EARNINGS OF GLOBAL
ADVENTURE TOURISM IN 2021.

US \$112.2

ESTIMATED EARNINGS OF AFRICA
ADVENTURE TOURISM

USD \$1.20 TRILLION

GLOBAL LUXURY TRAVEL MARKET
ESTIMATE 2021

ACROSS AFRICA THERE ARE **AMAZING ADVENTURE DESTINATIONS**, BUT WITH LIMITED TO NO MEDIA COVERAGE. TO TAP INTO THE **BILLIONS OF GLOBAL EARNINGS**, WE MUST DO A SHOW AND TELL. AT AT&L, THAT IS OUR PRIORITY.

ABOUT LUXURY TRAVELERS

AT&L CONNECTS LUXURY TRAVELERS TO **AFRICA'S MOST LUXURIOUS PLACES AND EXPERIENCES.**

FACTS

- **PRIORITIZE LUXURY TRAVEL** in their upcoming trips
- Spends an average of US \$6,260 dollars on trips. More males
- More educated
- Have higher household incomes.
- Spend discretionary income on luxury experiences in travel.
- Eco-conscious
- Prefer air travel.
- More likely to be cruise travelers.
- Active, energetic, outgoing, and sociable personalities.
- 59% influence others to travel.
- Food is a top destination motivator
- 61% are interested in using the internet universe (metaverse) for travel inspiration





WE BRING **IMMENSE PASSION** TO TELLING OUR AFRICA STORY.

REACH

AS A NEW MAGAZINE OUR FOCUS IS ON REACHING OUR KEY MARKET SEGMENTS EFFECTIVELY.

WE USE **CREATIVE AND STRATEGIC CAMPAIGNS** THAT DRIVE SUBSCRIPTIONS AND READERSHIP TO OUR **DIGITAL AND PRINT MAGAZINES**.

EACH CAMPAIGN MUST MEET FOUR CRITERIA

- REACH THAT GUARANTEES EXPECTED RESULTS.
- FREQUENCY THAT YIELDS OUR TARGETED GOAL.
- HIGHLY TARGETED MESSAGING.
- WELL THOUGHT OUT CREATIVES.

SOCIAL MEDIA DRIVERS

ARE A MAJOR COMPONENT OF OUR STRATEGY

358 MILLION

PEOPLE IN AFRICA ARE ACTIVE USERS OF SOCIAL MEDIA.

271 MILLION

PEOPLE IN AFRICA ARE ON FACEBOOK.

80 MILLION

PEOPLE LIVING IN AFRICA USE YOUTUBE.

THE ONLY MAGAZINE FOCUSED ON THE FULL AFRICA **TOURISM EXPERIENCE**, TARGETING ALL SEGMENTS OF THE **GLOBAL LEISURE TOURISM MARKET**.

DISTRIBUTION

PRINT MAGAZINE

THE SLEEK, COFFEE TABLE MAGAZINES ARE DISTRIBUTED EACH QUARTER DIRECTLY TO HOMES INTO SUBSCRIBERS MAILBOXES.

WE ARE A 100% SUBSCRIPTION ONLY MAGAZINE DELIVERED DIRECTLY TO THE DOORS OF SUBSCRIBERS, MEANING NO WASTED CIRCULATION.

DIGITAL MAGAZINE

OUR DIGITAL MAGAZINE IS AVAILABLE TO THE PUBLIC 365 DAYS WITH EXCITING CONTENT ABOUT AFRICA TRAVEL AND LIFE.

AFRICA TRAVEL AND LIFE ONLINE MAGAZINE AND GUIDES FEATURE INFORMATION, NEWS, VIDEOS AND DAILY UPDATES TO KEEP READERS INSPIRED AND MAKE TRIP PLANNING FUN AND INFORMATIVE.

CONTENT

FOR US WHO LIVE AND TRAVEL IN AFRICA WE KNOW IT IS A **WONDROUS AND EXCITING ADVENTURE** BEYOND THE **WILDEST IMAGINATIONS**. BEYOND ITS WEALTH IN MINERALS, AFRICA'S FORESTS, WATERWAYS, LANDSCAPES, TOWNS, VILLAGES, AND CITIES ARE FASCINATING DESTINATIONS AND HOMES TO SOME OF **THE WORLD'S MOST INCREDIBLE ARCHITECTURE**, CULTURES, BEACHES, MOUNTAINS, WILDLIFE, RESORTS, HISTORY, GASTRONOMIES, PEOPLE, LUXURIES AND MUCH MUCH MORE.

ELEGANTLY DESIGNED PAGES FEATURING **BOLD, BEAUTIFUL & INSPIRING IMAGES OF AFRICA**, REFLECT THE PASSION **IN OUR STORIES** THAT TAKES READERS WITH MOST **DISCRIMINATING TASTES ON A JOURNEY** OF DISCOVERIES INTO **EXOTIC PLACES** DEFINED BY RICH HISTORY THAT DATES MILLIONS OF YEARS. THIS ALONE SETS AFRICA APART MAKING A PLAYGROUND TO SATISFY A GAMUT OF TRAVELERS.

EVERY ISSUE FEATURES:



HISTORY
CULTURE
FOOD
LUXURY
BEACHES
RESORTS
WILDLIFE
FESTIVALS

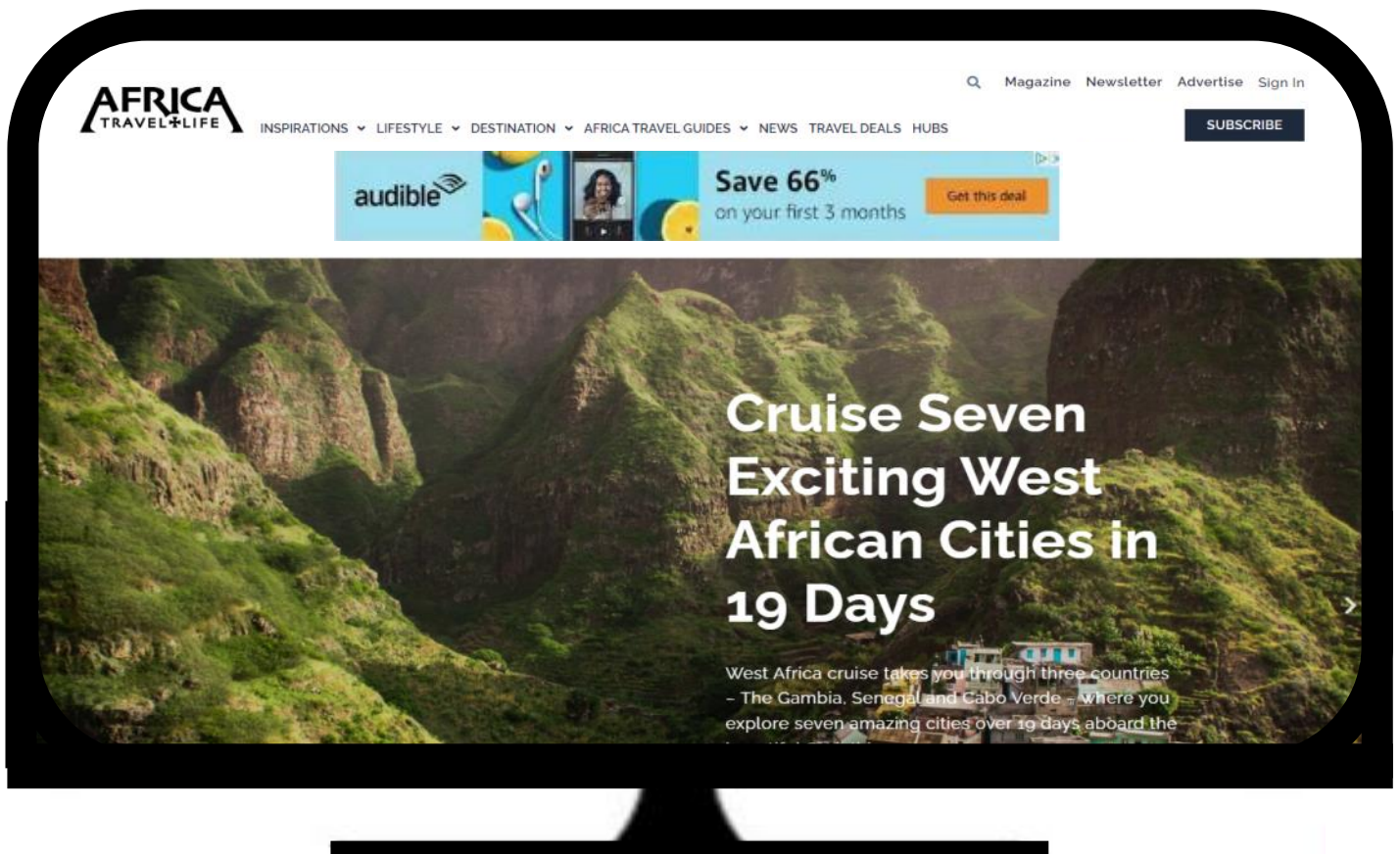
LANDSCAPES
ADVENTURE
MOUNTAINS
SPAS
PEOPLE
WATERWAYS
FASHION
& MORE

LET US CREATE A SPECIAL ADVERTISING CAMPAIGN FOR YOU.

For more information email us at ads@africatravelandlife.com or hibaker@africatravelandlife.com

SPECIFICATIONS

BANNER ADS ARE INTERNET BILLBOARDS AND A GREAT WAY TO INCREASE BRAND & PRODUCT AWARENESS.



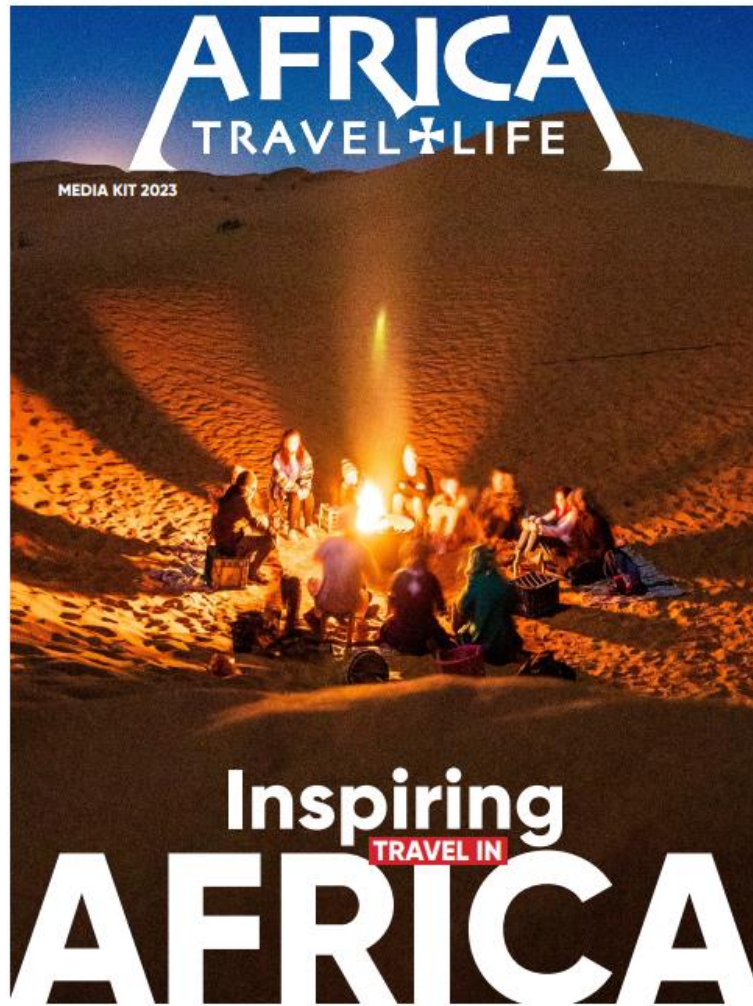
Banner Formats/ROS/Dimensions

Run-Of-Site (ROS) banner ads display throughout all non-sponsored pages of africatravelandlife.com, the homepage, and any non-sponsored written or video features.

ACCEPTABLE FILE FORMATS for ads are: .jpg, .gif, HTML5, and a variety of rich media vendors and formats. (No PDF files)

Our in-house team can produce cost-effective ad campaigns. Let us know if you would like an offer.

NAME	DIMENSIONS (PX)
Medium Rectangle	300 × 250
Leaderboard	728 × 90
Mobile Leaderboard	320 × 50
Billboard	970 × 250
Large Rectangle	336 × 280
Banner	468 × 60
Half Banner	234 × 60
Skyscraper	120 × 600
Vertical Banner	120 × 240
Square	250 × 250
Small Rectangle	180 × 150



Reach us for a cost-effective and impactful digital advertising campaign for you.

Advertising Director: Hesta Baker/hbaker@africatravelandlife.com