



MEDIA KIT

About Africa Encompassed

Africa Encompassed comprises of its website www.africaencompassed.com and the e-Newsletter that goes out monthly. Our mission is to produce relevant and interesting content that our readers find entertaining and unique.

Advertising

Africa Encompassed website is a popular source of information for the consumer and travel trade, seeking information about Africa. It contains content such as news, reviews, photos, videos, travel deals and features, which in addition appear on the newsletter. The newsletter drives traffic to the website, meaning it should also be a vital part of the online strategy of any company wanting to promote to the consumer. There is allowance for ad tiles as well as sponsored content.

To discuss a rate please contact: Kate Webster on 0414 187 737 or via email at hello@africaencompassed.com

AFRICA ENCOMPASSED

STATS & FIGURES

Africa Encompassed reaches its target audience through the website, monthly e-newsletter and across social media outlets like Facebook, Instagram, Twitter and Google+. Here are the most recent statistics and figures.

Website

The website is mobile responsive with a majority of users viewing on their mobile phones or tablets.

Unique Monthly Visitors	9,160
Pages/Sessions	1.98
Sessions	6,734

Newsletter

Africa Encompassed Newsletter goes out to our subscribers, packed full of travel inspiration, deals and more.

Subscribers	2957
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Social

Africa Encompassed has just launched its social accounts already have an strong following. Africa Encompassed is active across all the social media outlets with followers and engagement is growing daily.

Instagram	#africa_encompassed
Twitter	@AfricaEncomp
Facebook	/AfricaEncompassed1