

NOMAD

DISCOVER • EXPLORE • EXPERIENCE

MEDIA KIT  
2020/2021





## ABOUT US

Advertising through Nomad is the most effective way to reach Kenya's most avid domestic tourists.

Our story began in 2017, back then when we decided to start a travel magazine to appeal to the growing regional travel market. 28 issues later and with an ever growing digital presence, we have built an exceptional platform that reaches hundreds of thousands of Kenyan travel enthusiasts.

Whether you advertise through our magazine or through our digital channels, and/or if you want us to create fresh content on your behalf, our dedicated team of editors, designers and photographers will work closely with you to ensure the unique nature of your brand is fully represented.

We approach each project with a creative edge that separates us – and you - from the pack.

## THE MAGAZINE

Nomad Magazine is the region's premier travel magazine. Each edition is read by over 40,000 domestic travel enthusiasts in Kenya.

We capture the thrills that East Africa has to offer through colourful travel writing and fine photography. Our readers vary widely in interests, income and age, but they all have one thing in common: A curiosity and passion for regional adventure and travel.

In every edition, we include quirky profiles and interviews, weekend and day-trip ideas, as well as destination features on exciting holidays and experiences. No other free and unbiased monthly travel magazine exists on this scale, or enjoys the same reach as Nomad.



## OUR PRODUCTS

### DISTRIBUTION

- Selected restaurants and malls across Kenya
- Issuu Magazine website and app
- Whatsapp business channel
- Website
- All our social media channels

### NOMAD RACKS

10,000 copies distributed through our network of cafes, restaurants, malls, stores, airports and high-traffic areas across Kenya.

### DIRECT DELIVERY

2,000 copies are distributed directly to a broad spectrum of A, B & C1 social and economic classes, including individuals with high disposable income, young professionals, corporate executives, decision makers and expats.

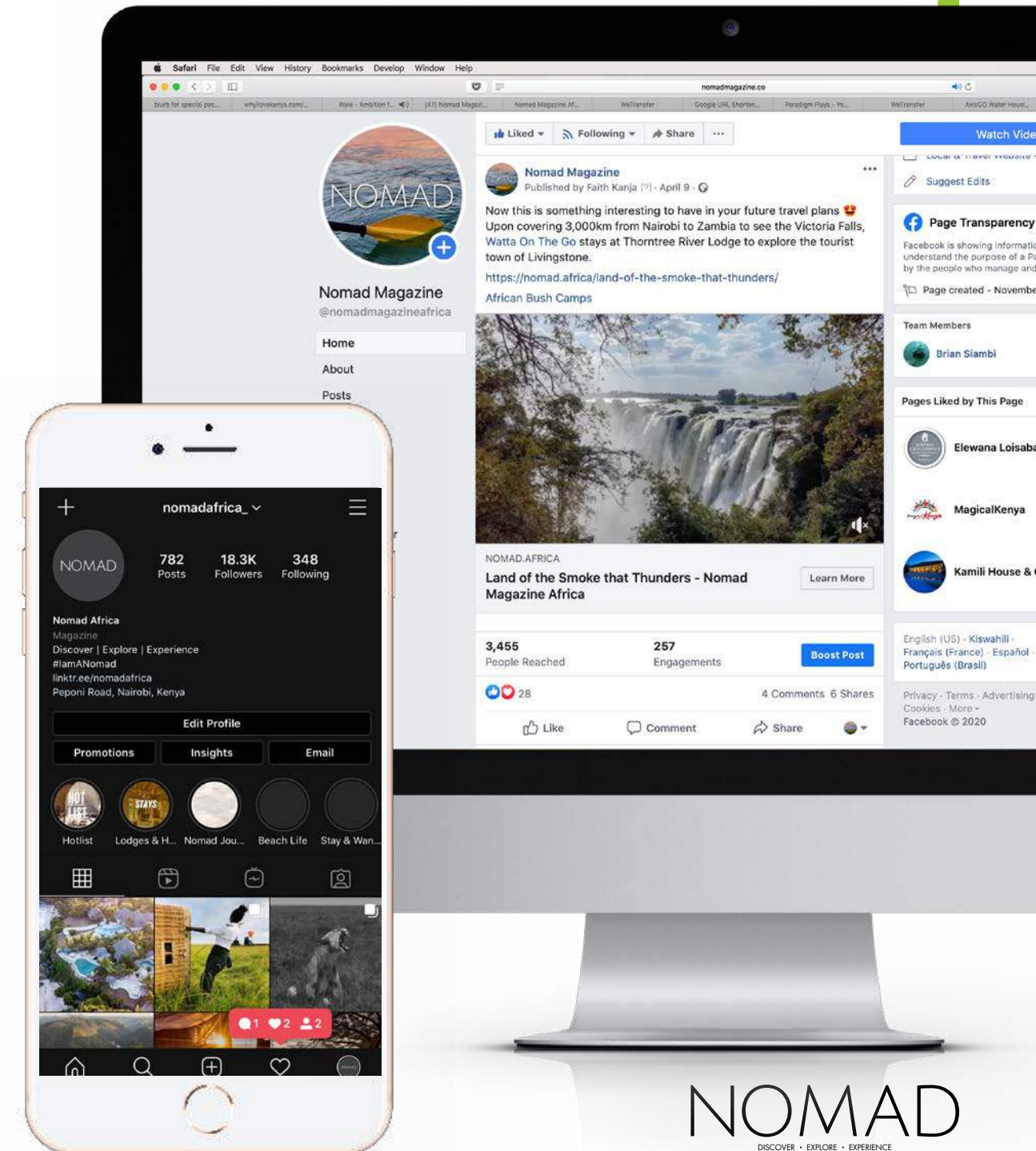


## NOMAD DIGITAL

Nomad has become the leading online brand for travel content in East Africa. Through our various digital channels we reach over 100,000 domestic travel enthusiasts with your brand messaging.

Our online channels include:

- Our website – 15,000 unique monthly visitors (banner ads + advertorial)
- Facebook – 125,000 followers (sponsored posts)
- Instagram – 18,000 followers (sponsored posts)
- Newsletters – 3000 followers (banners + sponsored content)





**15,000**  
UNIQUE MONTHLY  
HITS ON OUR WEBSITE



**INTRODUCED**  
A NEW WHATSAPP  
DISTRIBUTION CHANNEL

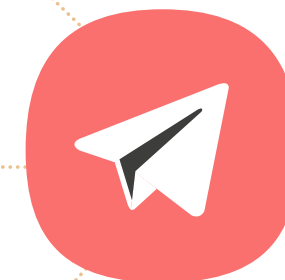
**3,000**  
NEWSLETTER  
SUBSCRIBERS



**18,000+**  
FOLLOWERS  
ON  
INSTAGRAM

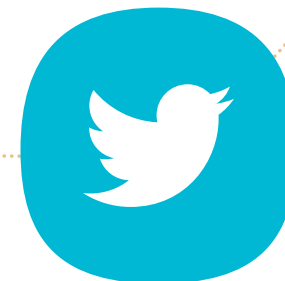


**1.5  
MILLION  
HITS** ON NOMAD  
MAGAZINE  
DIGITAL ISSUE

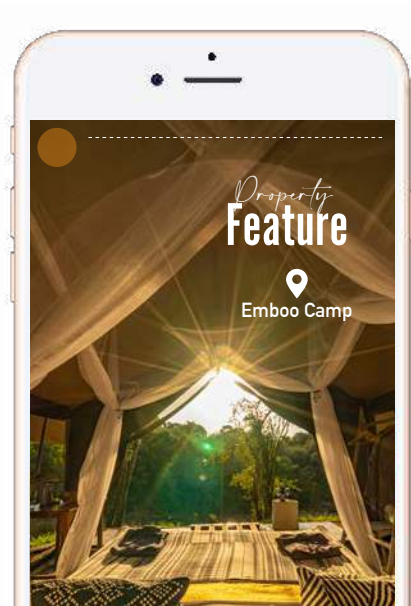


**NOMAD JOURNEYS**

**125,000**  
LIKES ON FACEBOOK



**5,000**  
IMPRESSIONS  
ON TWITTER

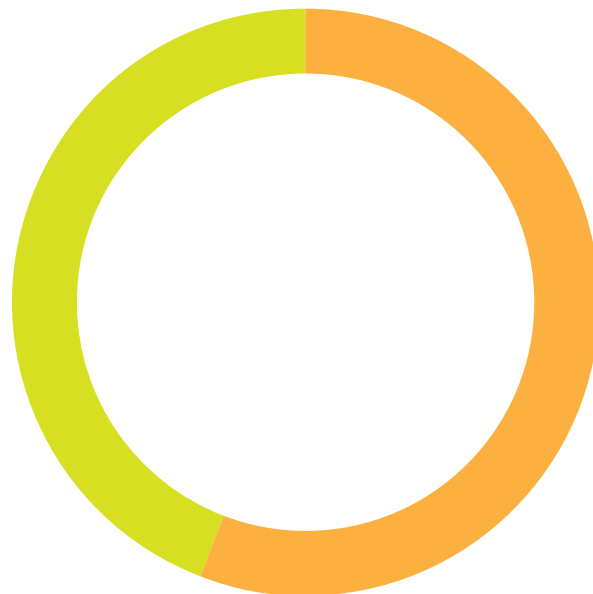


### SOCIAL MEDIA FOLLOWERS



125,000 Facebook  
18,000 Instagram  
5,000 Others

### DEMOGRAPHIC



54% Women  
46% Men

### REGION



58% Nairobi  
32% East Africa  
10% Outside Africa

With our ever-growing digital reach within East Africa, we ensure your target market is reached through our platforms.



## CUSTOM PUBLICATIONS & CONTENT

Nomad is not just a magazine or digital platform. We also create and distribute a wide range of content – such as magazines, destination guides, websites, photography and video – for clients in the tourism, airline and hospitality sector.

As a company of talented and dedicated editors, designers, media sales and production people, we take care of every aspect of the publishing and distribution process. We will work closely with you to ensure that your final product is something that really works for your company.

We can help you produce everything from in-flight magazines, in-room magazines for hotels and lodges, organisational publications, brochures and handbooks, websites, photography and video. And we can help you distribute this content directly to your target audience.



[Click above to watch our Nomad Journeys series](#)



**IN-FLIGHT MAGAZINES**

**IN-ROOM MAGAZINES (HOTELS & LODGES)**

**DESTINATION  
GUIDES**

**ORGANISATIONAL  
PUBLICATIONS**

**BROCHURES & HANDBOOKS**

**PHOTOGRAPHY &  
VIDEO**

**DIGITAL  
MARKETING**

**WEBSITES**

**LET'S TALK** NUMB3R5

# MAGAZINE RATE CARD



Image: Crooks & Jackson Courtesy Sbisite Lodge, Rwanda

SIZE	1 ISSUE	3 ISSUE	6 ISSUE
DOUBLE PAGE	360,000	250,000	200,000
FULL PAGE	195,000	150,000	125,000
HALF PAGE	102,000	90,000	75,000
QUARTER PAGE	64,000	54,000	45,000
BACK PAGE AD	Ksh 200,000	Ksh 170,000	Ksh 120,000
ADVERTORIAL CONTENT	Same price as AD	Same price as AD	Same price as AD
COVER	Ksh 750,000	Ksh 500,000	Ksh 350,000
INSERTS	Ksh 150,000	Ksh 100,000	Ksh 50,000
4 PAGE SPECIAL PULL-OUT	Ksh 400,000	Ksh 300,000	Ksh 250,000
8 PAGE SPECIAL PULL-OUT	Ksh 600,000	Ksh 400,000	Ksh 350,000

## PAYMENT TERMS

Strictly 50% with order form and 50% upon publication.

All rates are exclusive of VAT.

All rates are exclusive of agency commission.

Cheques payable to:

Account Name: Purple Nomad Limited

Account number: 03802886181250

Branch : Eldama Park

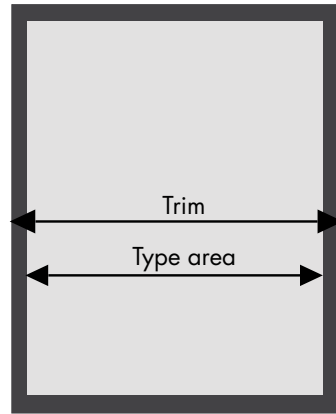
Branch code: 057

Swift code: IMBLKENA



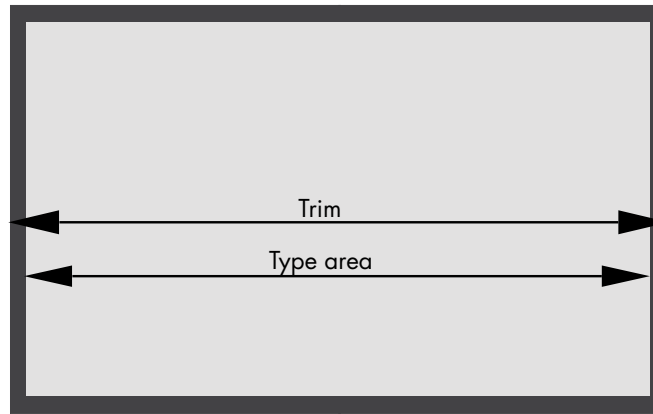
# TECHNICAL MAGAZINE SPECIFICATIONS

Files should be supplied as a  
press ready PDF or EPS format  
(300dpi, RGB).



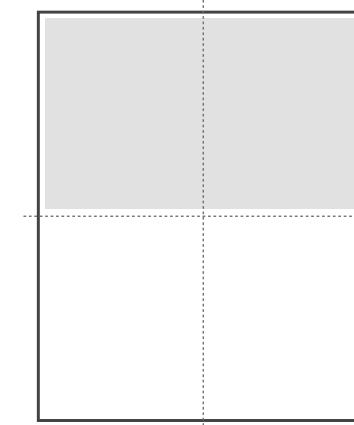
## FULL PAGE

Trim 21cm width by 29.7cm height  
Type 16cm width by 24cm height



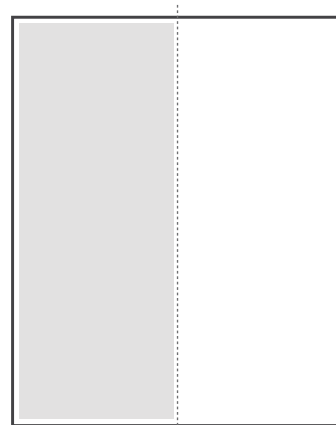
## DOUBLE PAGE SPREAD

Trim 42cm width by 29.7cm height  
Type 37cm width by 24cm height



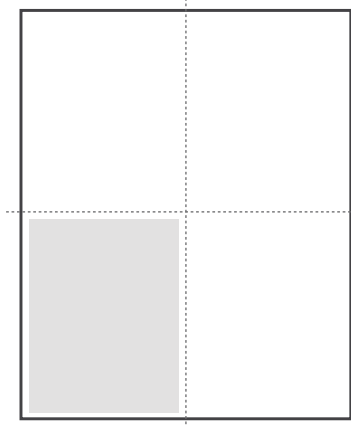
## HALF PAGE HORIZONTAL

Width 18.6cm  
Height 12.6cm



## HALF PAGE HORIZONTAL

Width 9.1cm  
Height 11.8cm



## QUARTER PAGE

Width = 9.1cm  
Height = 12.6cm

Nomad can provide full creative design  
for your advertisement for an additional  
20% of the advertising rate.

DIGITAL SPECS  
SHEET & RATES

Name	Description	Unit Price	Size	Space in pixels	Duration (Monthly)
<b>WEBSITE</b>					
	Banner Ad	Ksh 50,000	Sidebar Widget- square banner	200 by 200	Monthly
	Banner Ad	Ksh 40,000	Horizontal banner at the bottom of the homepage	970 by 90	Monthly
	Banner Ad	Ksh 50,000	Horizontal banner at the bottom of the homepage	970 by 90	Monthly
<b>SOCIAL MEDIA</b>					
	Instagram Post + Stories	Ksh 50,000	Image/Set of images		Weekly
	Facebook Ad	Ksh 45,000	Image/ set of images/ Video		Weekly
<b>NEWSLETTER</b>					
	Banner Advert	Ksh30,000	Horizontal banner at the bottom of the homepage	600 by 100	2 per company / per newsletter
	Articles	Added Value from advertorial content	Snippet from Website article		2 per company / per newsletter
	Offers	Ksh10,000			5 Weeks
<b>ADVERTORIAL CONTENT</b>					
	Print per edition	Email for quote	600-1200 words + images		
	Website per month	Ksh 50,000	600 words + images		



DO YOU HAVE A  
TRAVEL PROJECT  
**THAT WE CAN HELP WITH?**

REACH US THROUGH OUR SALES & MARKETING MANAGER

VANESSA WANJIKU

[VANESSA@NOMAD.AFRICA](mailto:VANESSA@NOMAD.AFRICA)