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.
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

18,000+
FOLLOWERS ON INSTAGRAM

1.5 MILLION HITS ON NOMAD MAGAZINE DIGITAL ISSUE

125,000
LIKES ON FACEBOOK

3,000
NEWSLETTER SUBSCRIBERS

5,000
IMPRESSIONS ON TWITTER

INTRODUCED
A NEW WHATSAPP DISTRIBUTION CHANNEL

NOMAD JOURNEYS

DIGITAL ADVERTISING/STATS
With our ever-growing digital reach within East Africa, we ensure your target market is reached through our platforms.
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.
LET’S TALK NUMB3R5
**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: IMBIKENA

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<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
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<td>QUARTER PAGE</td>
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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.
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Unit Price</th>
<th>Size</th>
<th>Space in pixels</th>
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<td>Image/ Set of images</td>
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<td>Facebook Ad</td>
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<td>Image/ set of images/ Video</td>
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<td>Added Value from advertorial content</td>
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<td>Offers</td>
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<td>ADVERTORIAL CONTENT</td>
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<td>Email for quote</td>
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<td>Website per month</td>
<td>Ksh 50,000</td>
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<td>600 words + images</td>
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</table>
DO YOU HAVE A TRAVEL PROJECT THAT WE CAN HELP WITH?

REACH US THROUGH OUR SALES & MARKETING MANAGER

VANESSA WANJIKU

VANESSA@NOMAD.AFRICA