

NOMAD

DISCOVER · EXPLORE · EXPERIENCE

MEDIA KIT
2020/2021





ABOUT US

Our story began in 2017, back then when EatOut decided to start a travel magazine to appeal to the growing regional travel market. Four years down the line 28 issues later and an ever growing digital presence, we are privileged to connect our clients, partners and audience through exceptional and engaging content through multiple platforms.

Nomad Africa is your one stop marketing solution to reach and engage with the domestic travel-er in East Africa, with our dedicated team of editors, designers, photographers and sales specialists, we create tailor-made projects to complement the unique nature of each brand that we work with from print marketing, digital marketing, experiential marketing, exclusive partnerships to custom publishing.

We approach each project with a creative edge that separates us from the pack.

Our marketing channels allow our clients and partners to reach out directly to the regional and local market as well as provide our audience with the best unbiased travel content from East Africa.

THE MAGAZINE

Nomad Magazine is the region's premier bi-monthly travel magazine. 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 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 distribution model means that we reach tens of thousands of readers, and our digital content provides an unrivalled opportunity to engage with our audience through a vibrant social media and online presence.

OUR PRODUCTS

DISTRIBUTION

- Selected restaurants and malls
- Issuu Magazine website and app
- Nomad Whatsapp Travel Club
- 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 in the city.

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

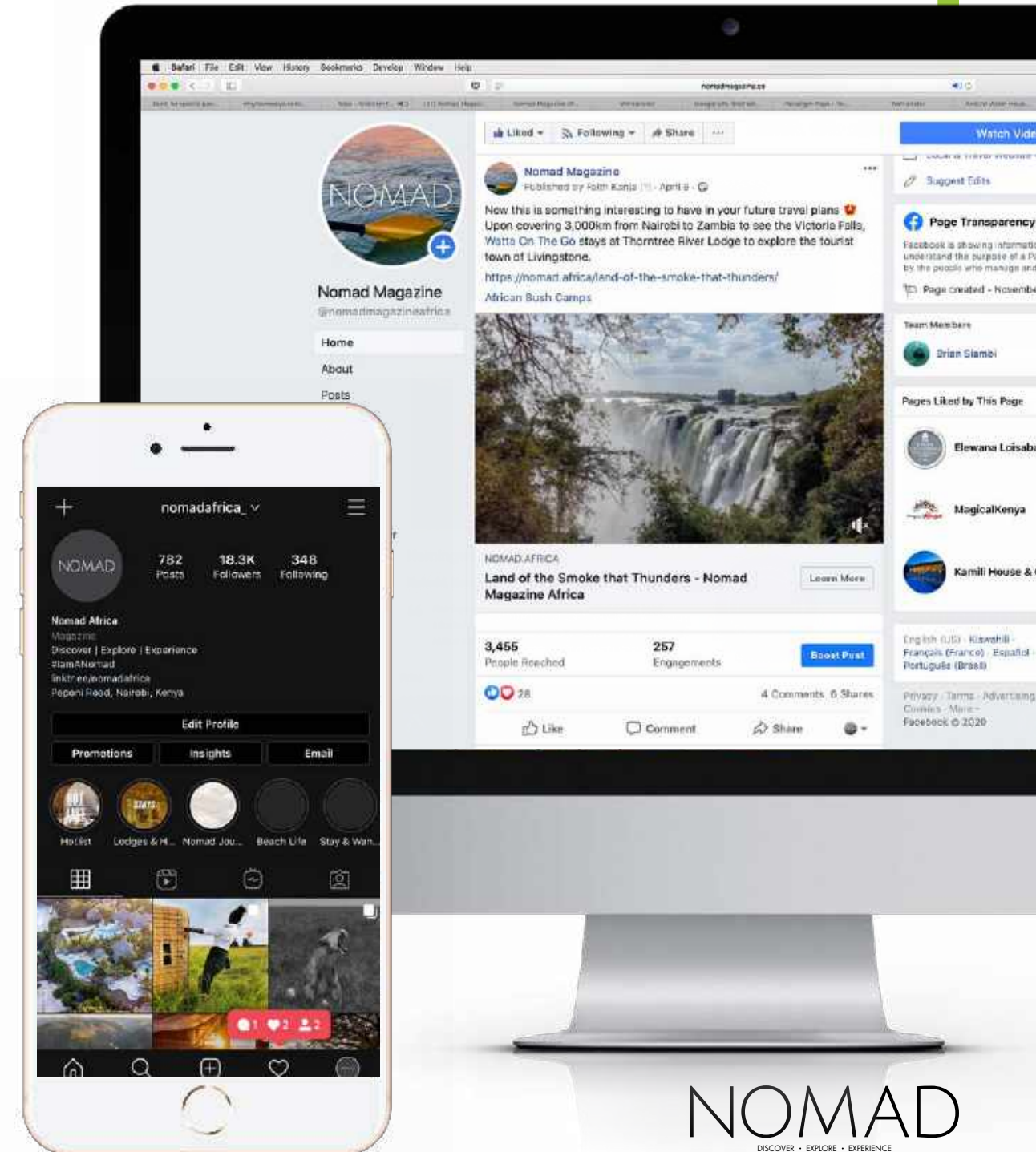
Nomad has become one of the leading online platforms for travel content in East Africa. Through our various social media channels we have been able to create, curate and publish online content in the best way possible. We ensure that we market your products to the right audience.

Our digital marketing opportunities include:

- Social media marketing
- Sponsored editorial content
- Advertising banners
- Newsletters

Through Nomad networks we are able to deliver targeted marketing and distribution of your content through various channels. These are:

- Our digital platforms
- Creating inserts in our publications
- Placing ads that tie back to the clients product
- Nomad Travel Club channels
- Targeted Newsletters



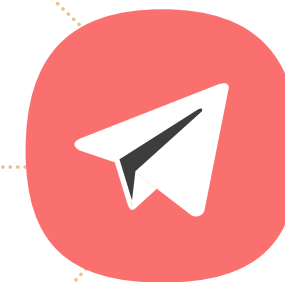


15,000
UNIQUE MONTHLY
HITS ON OUR WEBSITE



INTRODUCED
A NEW WHATSAPP
DISTRIBUTION CHANNEL

3,000
NEWSLETTER
SUBSCRIBERS



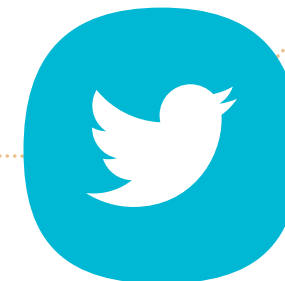
INSTAGRAM
CURATED
STORIES WITH
1000+ Views



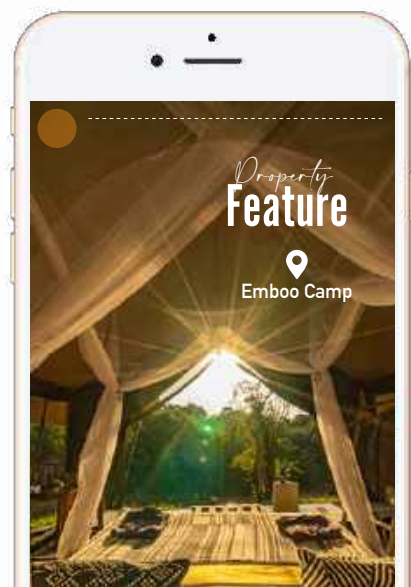
**1.5
MILLION
HITS** ON NOMAD
MAGAZINE
DIGITAL ISSUE

NOMAD JOURNEYS

125,000
LIKES ON FACEBOOK



5,000
IMPRESSIONS
ON TWITTER

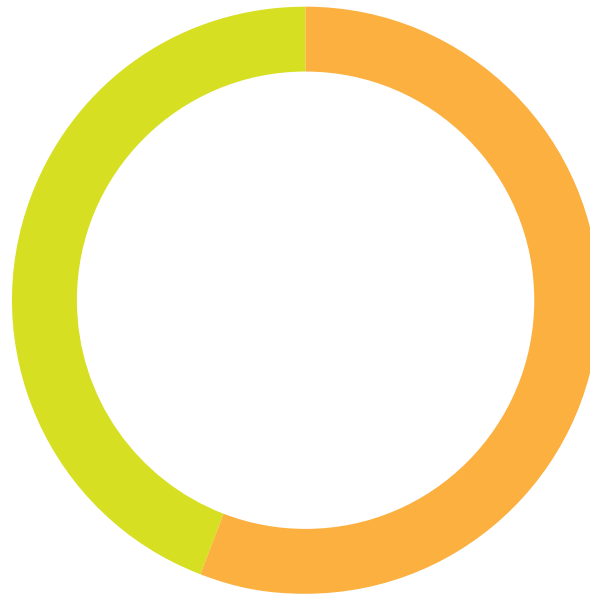


SOCIAL MEDIA FOLLOWERS



60% Facebook
30% Instagram
10% 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

For companies that wish to connect better with niche markets or businesses looking to share relevant content with prospects and clients in the travel industry, custom publishing from print to digital is a great way to build a brand, engage readers and develop long-lasting relationships.

Nomad Africa's team of dedicated professionals provides wrap-around publishing services. We write content, design layouts and sell advertising and content marketing services. Our team is experienced in supporting all publishing and digital needs and we will roll up our sleeves and dig-in to give you the best product that promotes your brand and tells your story well.

Our story as a publisher is best told through the products we publish. We specialise in making brands visible and relevant in today's world.

We also help you distribute your content to the right audience through targeted marketing on our various channels.



[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		
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

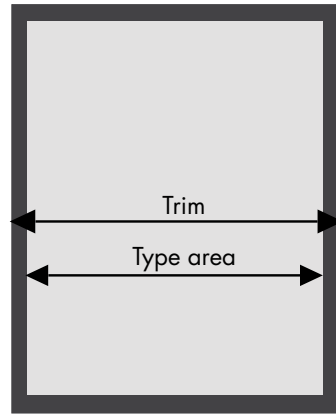
Branch : Eldama Park

Branch code: 057

Swift code: IMBLKENA

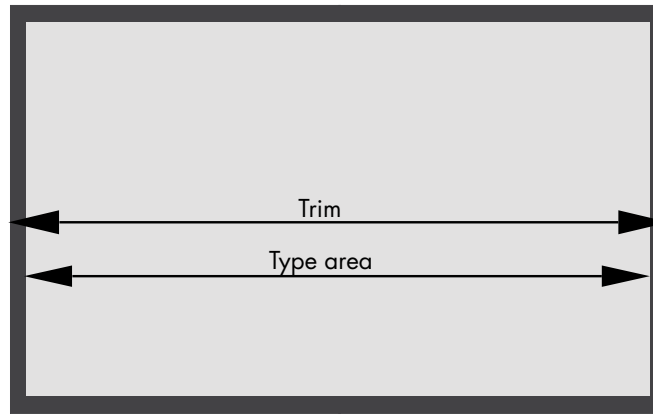
TECHNICAL MAGAZINE SPECIFICATIONS

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



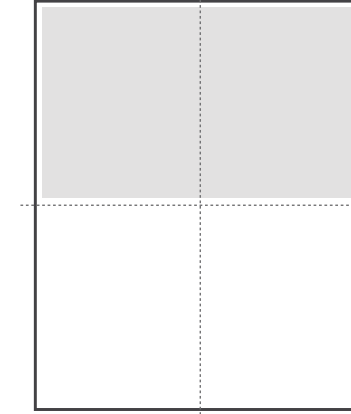
FULL PAGE

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



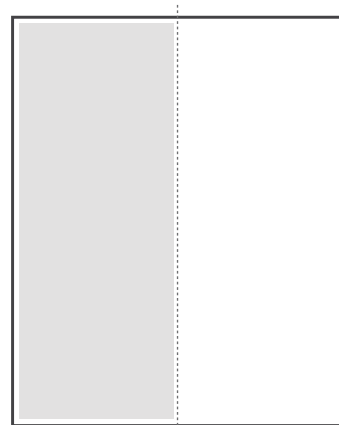
DOUBLE PAGE SPREAD

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



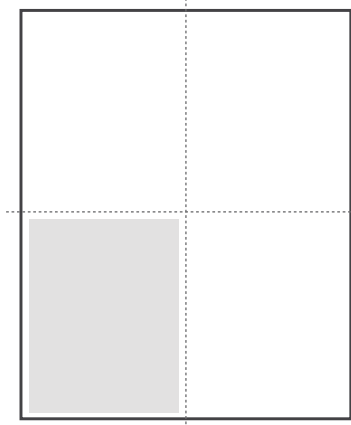
HALF PAGE HORIZONTAL

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
WEBSITE					
	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	
	Banner Ad	Ksh 50,000	Horizontal banner at the bottom of the homepage	970 by 90	
SOCIAL MEDIA					
	Instagram Post + Stories	Ksh 50,000	Image/Set of images		Weekly
	Facebook Ad	Ksh 45,000	Image/ set of images/ Video		Weekly
NEWSLETTER					
	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
ADVERTORIAL CONTENT					
	Print	Email for quote	600-1200 words + images		
	Website	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