

Media Kit

2015



“A window on Zimbabwe since March 2000”



About us

Zimbabwe Situation’s primary purpose is to be a document of record for Zimbabwe.

We present all the viewpoints we can gather and present them in a fast-loading, no-frills website.

We provide a digest of the previous day’s headlines, giving our news sources full attribution and valuable links back to their original articles.

Traffic

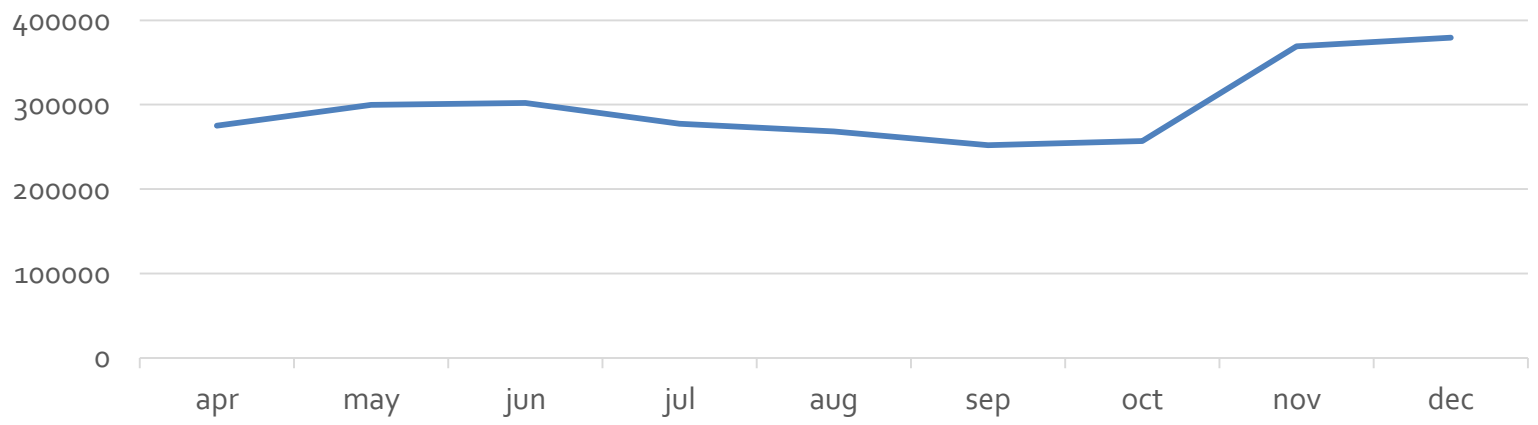
Source: Google Analytics

December 2014

Sessions	Users	Page views
379,219	104,447	1,603,695

Pages / Session	Session Duration	Bounce Rate
4.23	00:07:58	34.99%

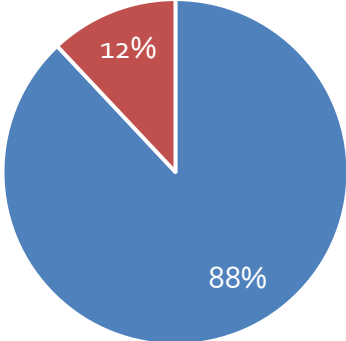
Sessions 2014



Our Visitors

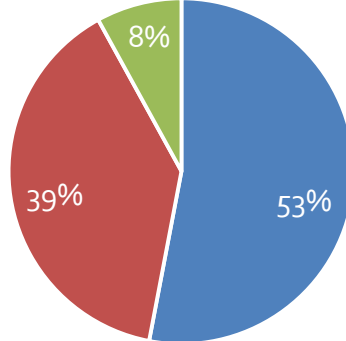
December 2014
Source: Google Analytics

Gender



Male Female

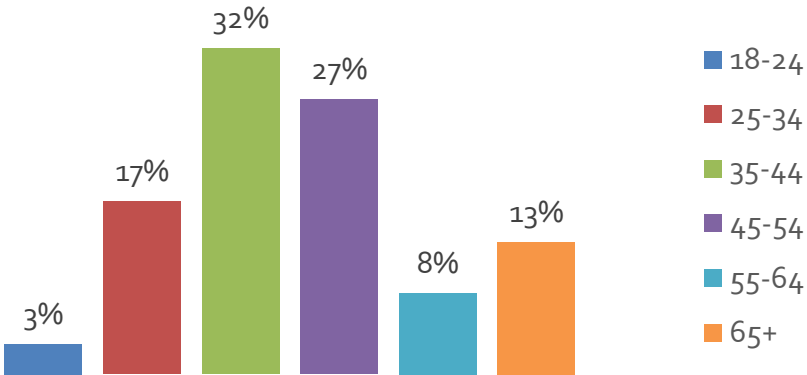
Device Types



Mobile Desktop Tablet

Top Countries
Zimbabwe
South Africa
United Kingdom
United States
Kenya

Age



Interests

December 2014
 Source: Google Analytics

With Zimbabwe Situation, advertisers reach an audience of career-minded, politically-engaged and astute consumers.

Affinity Category: Lifestyles	
9.88%	Political junkies
6.67%	Music Lovers
4.92	TV Lovers
4.86%	Travel Buffs
4.41%	Avid Investors
Based on 64.40% of total sessions*	

*Coverage of these categories varies by geography (some geographies have very low coverage).

In-Market Segment: Looking for...	
7.99%	Employment
4.52%	Investment Services
4.44%	Motor Vehicles (Used)
4.10%	Air Travel
3.44%	Residential Properties
Based on 45.07% of total sessions*	

Other Category: Content Interests	
13.95%	Politics
4.80%	Soccer
3.40%	Sports News
3.34%	Government
2.33%	Vehicle Shopping
Based on 62.87% of total sessions*	

Advertising

Flexible buying options

The Zimbabwe Situation website is 'responsive', meaning that its layout adjusts to the screen size of the device being used to view it.

Here's how to buy advertising on Zimbabwe Situation.

- **Option 1: CPM**

The CPM is the cost *per thousand times* we display your advertisement (each time we display an advertisement counts as an **impression**). With CPM campaigns, you have the flexibility to specify:

- Which countries to target
- How many times you want visitors to see your ad
- How long your campaign will run for
- Targeting of desktop, mobile and tablet users

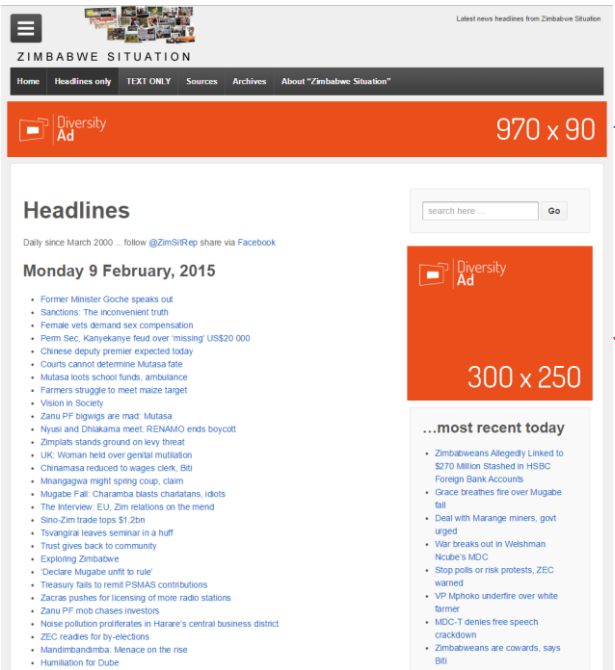
Minimum order: **50,000 impressions** per month.

- **Option 2: Cost Per Day**

Buy a space entirely for a day (**approx. 25% discount** on CPM rates)

Advertising Run of Site Desktop layout

Build your brand and generate strong click-through performance from our prime positions on all pages of the website when viewed on full-sized screens (e.g. desktop computers, notebooks and high-res tablets).



970 x 90 pixels (or 728 x 90), Run of Site

Estimated monthly views	690,000	
CPM	€ 8.00	\$ 9.10
Cost per day	€ 140	\$ 160

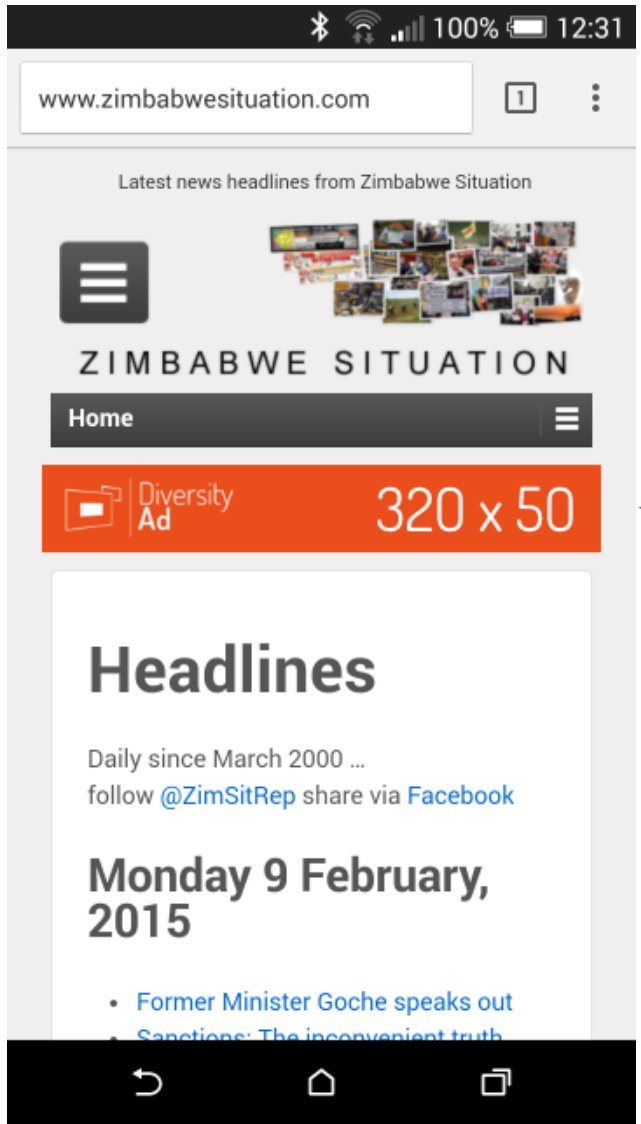
300 x 250 pixels, Run of Site

Estimated monthly views	132,000	
CPM	€ 8.00	\$ 9.10
Cost per day	€ 30	\$ 35

Advertising

Run of Site
Mobile layout

More than 50% of all our page views come from mobile devices, so this ad unit is great way to gain significant exposure among our audiences.

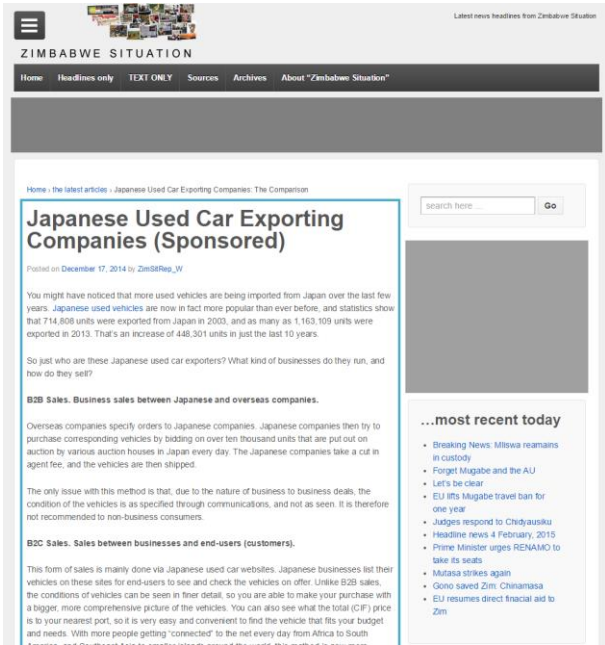


320 x 50 pixels, Run of Site		
Estimated monthly views	282,000	
CPM	€ 3.20	\$ 3.70
Cost per day	€ 100	\$ 110

Advertising Native

With Native Advertising, your content is embedded into our editorial feed.

Inform, educate and engage our audiences while generating a new source of traffic to your website.



- Native Advertising Package includes...**
- Article up to 1,000 words
 - Posted for 12 months
 - Up to 1 featured image
 - Up to 1 *follow* link
 - Article title will include '(Sponsored)'
- Option – Sponsored Posts panel**
- Internal link to article from Sponsored Posts panel on all pages
 - Newest link placed at top of section
- Content is subject to editorial approval.*

Pricing		
Native Advertising (per year)	€ 750	\$ 870
Sponsored Posts (per month)	€ 200	\$ 230

Advertising

Specifications and terms

Ad Specifications		
Sizes	Desktop	970 x 90, 728 x 90
	Mobile	320 x 50, 300 x 250
File formats		.gif, .jpg, .png, .swf
File size		40Kb maximum

Terms	
Payment	In advance
Methods	Bank transfer or PayPal
Currency	All advertising is sold in Euros. Any prices stated in US Dollars are for guidance only.

Contact Us

For more information on advertising with Zimbabwe Situation, contact zimsit@diversityad.com.