

Media Kit



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“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.

Monthly Traffic

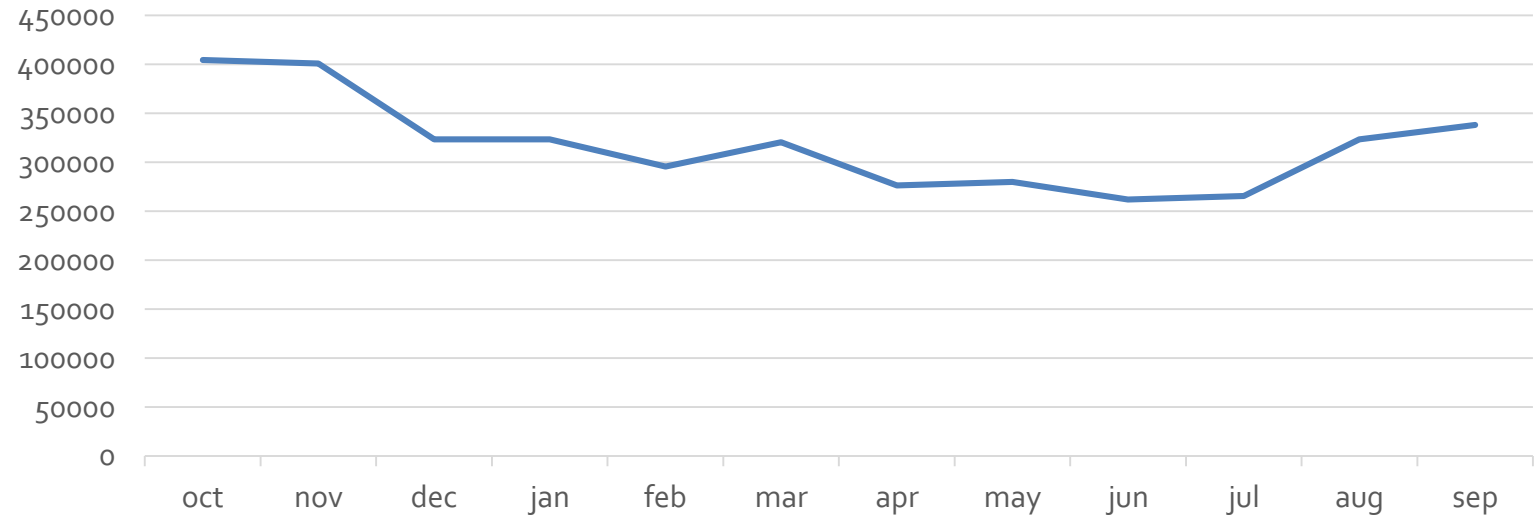
September 2017

Source: Google Analytics

September 2017

Sessions	Users	Page views
338,245	127,177	1,109,522

Sessions 2016-17

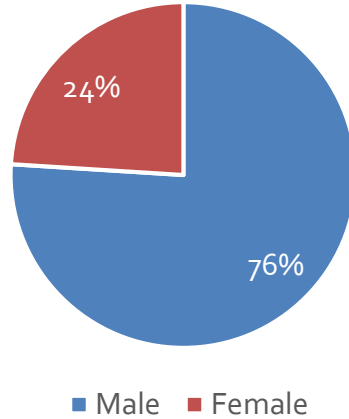


Our Visitors

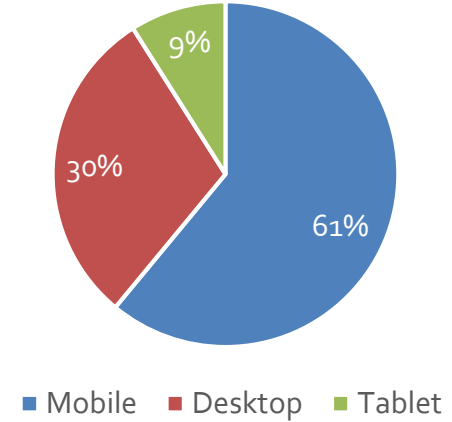
September 2017

Source: Google Analytics

Gender

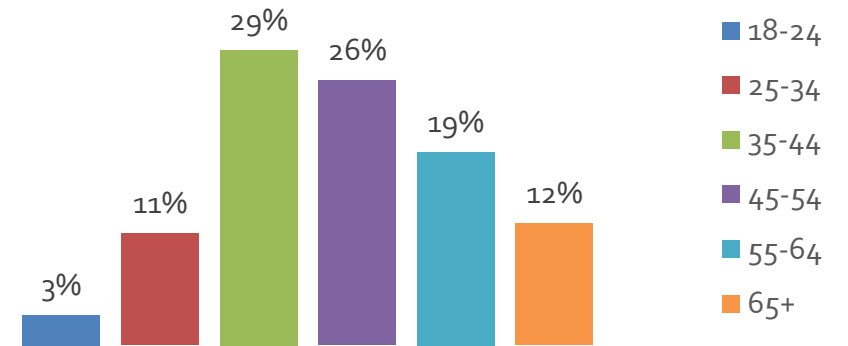


Device Types



Top Countries
Zimbabwe
South Africa
United Kingdom
Australia
United States

Age



Interests

September 2016

Source: Google Analytics

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

Affinity Category: Lifestyles

5.8%	Political News Junkies
4.4%	Avid Investors
4.0%	Movie Lovers
3.8%	TV Lovers
3.8%	Soccer fans

Based on 61% of total sessions*

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

In-Market Segment: Looking for...

4.9%	Employment
3.9%	Hotels & Accommod'n
3.4%	Motor Vehicles (Used)
3.3%	Post-Secondary Educ'n
3.2%	Investment Services

Based on 54% of total sessions*

Other Category: Content Interests

9.9%	Politics
4.4%	Soccer
3.5%	Celebs & Entertainment
3.0%	Sports News
2.5%	Online Video

Based on 61% of total sessions*

Advertising Desktop

Reach desktop users when our website is in its widest layout.

Positions common to each page can be bought on just those pages, or site-wide.

Homepage

970 x 250 or 728 x 90 **\$2.50**

300 x 250 **\$2.00**

300 x 250
or
336 x 280 **\$1.00**

Article

970 x 250 or 728 x 90 **\$2.50**

300 x 250 **\$2.00**

300 x 250
or
336 x 280 **\$1.00**

PRICING

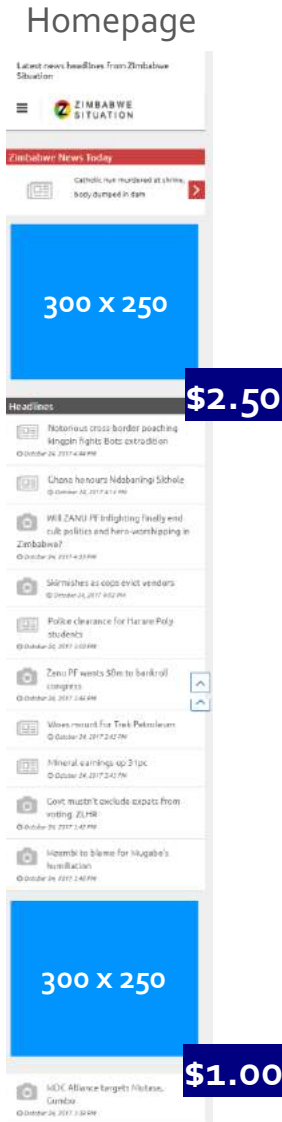
Fixed monthly prices
Available on request,
depending on current traffic
levels

Cost per Thousand (CPM)
prices are shown next to the
ad positions-

Advertising Mobile

Reach mobile users when our website is in its narrowest layout, with just one column per page.

Positions common to each page can be bought on just those pages, or site-wide.



Homepage

Latest news headlines from Zimbabwe Situation

Zimbabwe News Today

Catholic nun murdered at shrine, body dumped in dam

300 x 250 \$2.50

Headlines

- Nation's cross-border poaching kingpin fights Botswana extradition
- Chona honours Nkomo's legacy
- Will ZANU PF's indigeneity policy end elite politics and hush-hush in Zimbabwe?
- She wishes as cops evict vendors
- Police clearance for Harare Poly students
- Zanu PF wants \$5m to banish congress
- Woman rescued for Truck Petroleum
- Mineral earnings up 21pc
- Govt must exclude experts from writing ZLHR
- Minister to blame for Mugabe's humiliation

300 x 250 \$1.00

MDC Alliance targets Mafema, Gumbo



Article

Latest news headlines from Zimbabwe Situation

300 x 250 \$2.50

New minister commits to bringing arts sector to life

Source: New Minister commits to bringing arts sector to life

With or without sufficient funding from treasury, the new Minister of Sports, Recreation, Arts and Culture (MARC) Mhlanguwa has promised to lower no stone unturned to pursue for arts assistance in the country.

By Kennedy Mvuray

There have been calls by stakeholders in the sector suggesting a joint-venture Arts and Culture ministry. The general sentiment has been that combined portfolios would less attention to be paid to a potentially lucrative industry.

Addressing journalists on Thursday at the National Arts Council of Zimbabwe (NACZ) offices, where he expected to be regulator, the minister pledged to restore the creative industry.

"We were credible over Sports, Recreation, Arts and Culture. We have no reason to do well in sports at the expense of other sectors of our portfolio and mandate," he said.

300 x 250 \$1.00

PRICING

Fixed monthly prices
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Cost per Thousand (CPM)
prices are shown next to the
ad positions-

Advertising

Specifications and terms

Ad Specifications

File formats	.gif, .jpg, .png, or third party tag
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.

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: Cost Per Day/Week/Month**

- **Option 2: 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.

CONTACT US FOR AN OFFER: zimsit@diversityad.com

Advertising Paid Articles

With Paid Articles, your content is embedded into our editorial feed.

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



Paid Articles Package includes...

- Article up to 1,000 words
- Posted for 12 months
- 1 featured image
- 1 *follow* link

PRICE: USD 125

Option – Sponsored Posts panel

- Internal link to article from Sponsored Posts panel on all pages
- Newest link placed at top of section

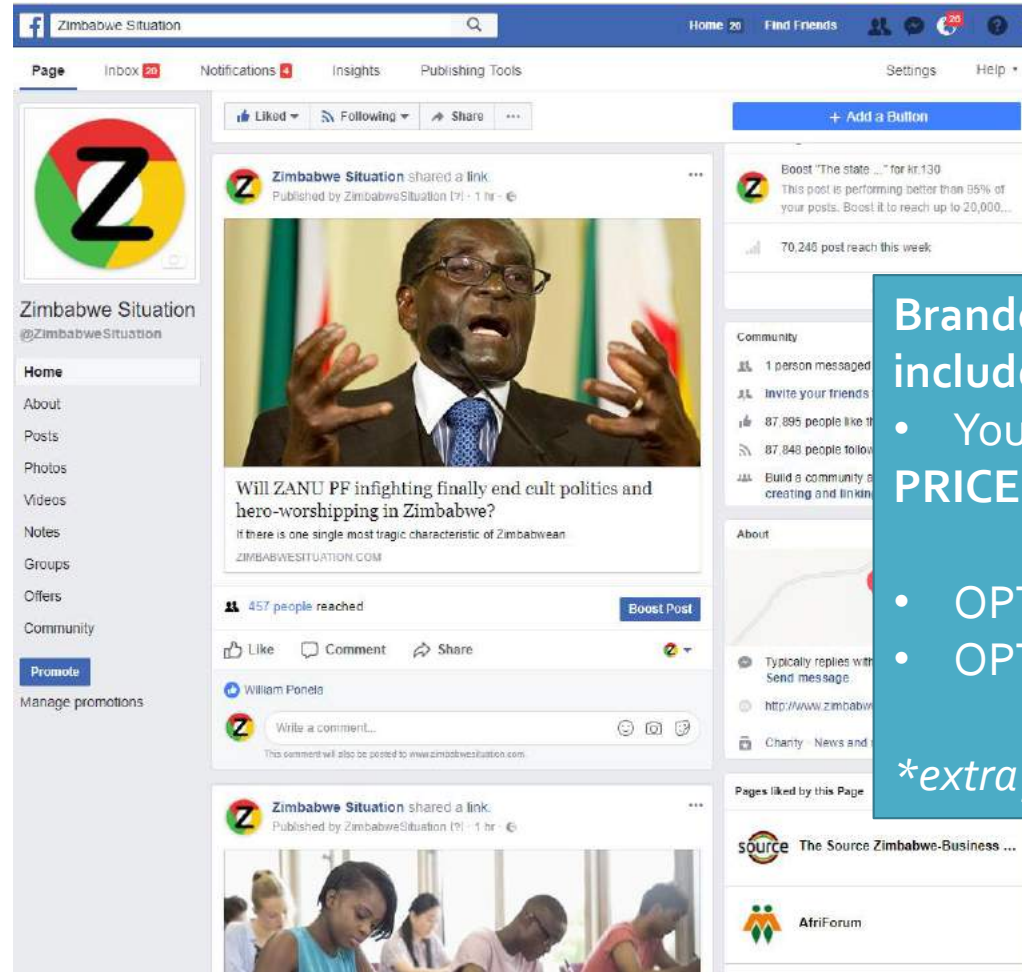
PRICE: USD 100 per month

Content from advertisers is to be well-written and is subject to editorial approval.

Advertising Facebook – Branded Content

With Branded Content, we will promote your post to our audience and you can then BOOST the post from your own Facebook account, or we can do it for an agreed boost budget.

Leverage the Zimbabwe Situation following and brand to promote your business!



Zimbabwe Situation shared a link
Published by ZimbabweSituation (P) · 1 hr ·

Will ZANU PF fighting finally end cult politics and hero-worshipping in Zimbabwe?
If there is one single most tragic characteristic of Zimbabwean...
ZIMBABWESITUATION.COM

457 people reached

Like Comment Share

William Ponela

Write a comment...

Zimbabwe Situation shared a link
Published by ZimbabweSituation (P) · 1 hr ·

Boost "The state ..." for kr.130
This post is performing better than 95% of your posts. Boost it to reach up to 20,000...
70,240 post reach this week

Community

- 1 person messaged
- Invite your friends
- 87,895 people like this
- 87,848 people follow
- Build a community or create one

About

- Typically replies with Send message
- http://www.zimbabwe...
- Charity News and

Pages liked by this Page

- The Source Zimbabwe-Business ...
- AfriForum

Branded Content Package includes...

- Your post, linked to your page
- PRICE: USD 100**

- OPTION: Boost*
- OPTION: Pin to top*

**extra fees apply*

Contact Us

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