



NewAfrican Woman Magazine

Media Kit 2022

CONTACT: naw@nawmagazine.com



Published by &Her Media Group

www.nawmagazine.com

NewAfricanWoman

Issue 47

SPECIAL REPORT

Sexual and reproductive health and rights:
The case for African women's right to choose

YOUR HEALTH

The ultimate post lockdown health guide from A-Z

+

5

ways to
HORMONAL HARMONY

Celebrating African greatness in Hollywood

Cynthia Erivo



New African Woman

The award-winning bi-monthly *New African Woman* is the only international women's publication covering the entire African continent and its diaspora. Since its launch in 2009, the magazine has become a must-read and is the only pan-African women's magazine distributed globally.

New African Woman offers intelligent, in-depth and inspirational features and news on a diverse range of issues that truly speak to and resonate with the modern African woman while celebrating the African woman's diverse accomplishments and aspirations in all spheres.

&HER

PUBLISHED BY &HER MEDIA GROUP LTD

The *New African Woman* is published by &HER MEDIA GROUP - an all-female publishing and communications group, which took over the popular title from IC Publications, its former publishers of 10 years.

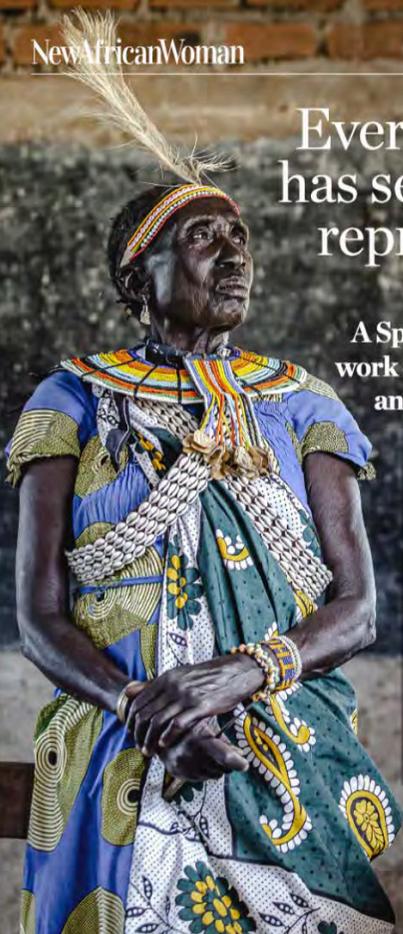
OUR STORY SO FAR...

Since 2009, the NAW has interviewed and featured some of the world's and Africa's most influential African women in diverse fields: from politics, public service, the creative and entertainment industries, civil society and sport. To mention a few, they include UN Nations Deputy Secretary-General Amina J Mohammed, the inimitable Chimamanda Ngozi Adichie, actresses including Oscar winner Lupita Nyong'o, Thandiwe Newton, Danai Gurira; Film Director Amma Asante, Nollywood's Genevieve Nnaji, Omotola Jalade Ekeinde; popular singer and activist Angelique Kidjo, South Africa's Lira and Simphiwe Dana and many more. Print Editions have been distributed across English speaking countries in Africa, the US, Europe and the Caribbean.



STRATEGIC PARTNERSHIPS

NewAfricanWoman 



Every woman has sexual and reproductive rights

A Special Focus on the work of UNFPA in East and Southern Africa

- Interview with Dr Julitta Onabanjo, UNFPA Director, Technical Division
- CARMMA is the way to ending maternal mortality
- Protecting sexual and reproductive health and rights
- Saying NO! to period poverty
- Tackling GBV and harmful practices

Reformed circumciser Methali Cheporal Lukuda was persuaded to abandon the practice of female genital mutilation and become an anti-FGM advocate. She is pictured at her family house in a remote part of West Pokot, Kenya. © UNFPA/Luis Tato

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Special Report 

Women in Artisanal and Small-scale Mining in Africa



Many studies into the mining sector have described how masculine the industry is. However, this Special Report highlights the significant, yet chronically underreported major role African women play in the sector, more so in artisanal and small scale mining (ASM). In Africa, the ASM workforce comprises no less than 40-50% women; this report highlights a selection of them in Ghana, Guinea and Tanzania, and reveals the key challenges that women face in the sector and what can be done to make it more gender-responsive.



BRANDED CONTENT: ANGELIQUE KIDJO: THE VLISCO AMBASSADOR ON PRIDE & STRENGTH OF AFRICAN WOMEN

When Angelique Kidjo performs, the world pays attention. Learn how the 3-times Grammy Award winning...

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2022 Editorial Themes Guide

ISSUE	SPECIAL REPORTS	MATERIAL DEADLINE	PUBLICATION DATE
March	The Power Issue. Women's Rights Special. Women in Leadership	18 FEB	01 MARCH
June	The Big Business Issue Women in Business. Finance. Career Guides	20 MAY	31 MAY
Sept	Women in Science & Tech. Creative Industries Special. Travel & Destinations	25 AUG	1 SEPT
Dec	Women of the Year. Luxury Brands Special	25 NOV	5 DEC



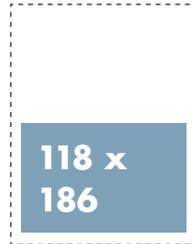
Print Rates and Specifications



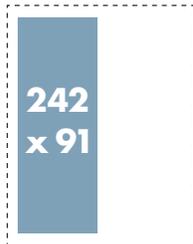
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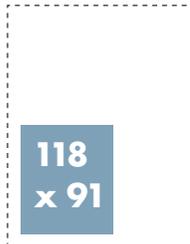
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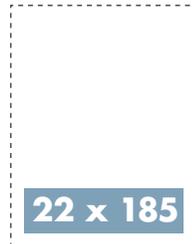
1/2 Page Horizontal
118 x 186 mm



1/2 Page Vertical
242 x 91 mm



1/4 Page Horizontal
118 x 91 mm



Bottom Strip
22 x 185 mm

PRINT	UK £	EURO €	USD \$
INSIDE COVER DOUBLE PAGE	6,800	9,600	11,000
DOUBLE PAGE SPREAD	5,300	7,500	8,500
OUTSIDE BACK COVER	4,900	6,900	7,900
INSIDE FRONT COVER	4,600	6,500	7,500
INSIDE BACK COVER	4,200	5,900	6,500
FULL PAGE	3,900	5,500	6,250
1/2 PAGE	2,500	3,500	4,000
1/4 PAGE	1,700	2,500	2,900
BOTTOM STRIP	1,000	1,500	1,600

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ROTATING	500	680	800	1100	1500	2000
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ROTATING	350	470	550	740	915	1260
VIDEOS	400	550	650	900	940	1300

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201,400
+ LIKES



11.6+ K
FOLLOWERS



32.9+ K
FOLLOWERS



NewAfricanWoman

AD

INSIDE NAW FASHION HAIR & BEAUTY HEALTH & FITNESS LIFESTYLE TRAVEL & ARTS VIDEOS

EMPOWER YOURSELF
10 THINGS YOU CAN DO



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Readership

SPEAKING IN FIGURES

TOTAL READERSHIP 96,000



12,600

US

3,500

CARRIBEAN



19,500

UNITED KINGDOM



26,500

WEST AFRICA



23,100

SOUTHERN AFRICA



10,800

EAST AND CENTRAL AFRICA

The New African Woman Reader Profile

76%

of NAW readers are aged between 20-50

55%

of NAW readers have discovered the magazine on social media

- Trailblazers, ground breakers, game changers
- Affluent and influential
- Well-educated, well-connected and well-travelled
- Part of the corporate, business and professional elite
- Style savvy, beauty conscious with an impeccable taste in lifestyle
- Positive contributors to Africa

The New African Woman Reach

5

people on average who will see each copy of NAW

150

NAWForum guests

40,000+

participants at key partner events across the globe

195,000+

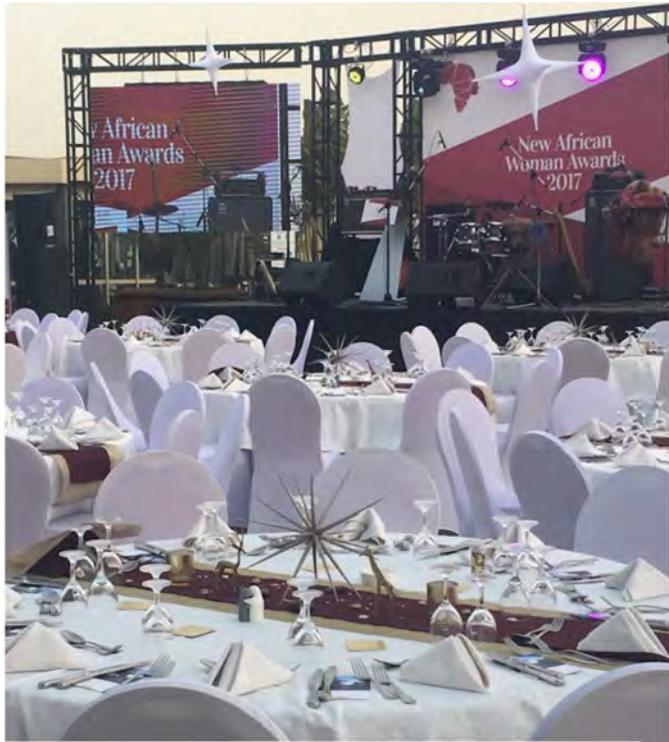
social media followers

NAW Forum and Awards

New African Woman Forum launched in March 2016 aims to bring together leaders from business, academia and civil society, as well as key decision makers from the public and private sectors in a bid to find innovative solutions and strategies to attain gender equality and enable a sustainable transformative growth in Africa.

The Forum is accompanied by the New African Woman Awards, a gala cocktail dinner to recognise women leadership and excellence on the continent.





The event also is a glamorous evening gala at which we honour, celebrate and recognize game-changing Women of the Year, with the New African Woman Award for Leadership and Excellence, with a special focus on Women-Empowering-Women. We look forward to working with you in not too distant a future.



NAW FORUM & AWARDS





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