PAN AFRICAN NEWS MEDIA

ADVERTISING KIT

Put your brand in front of Africa and its diaspora.

Live television, a daily bilingual newsroom and a morning email, for an audience that wants Africa's story told from the inside.

Audience figures as of 17 November 2026. Launch rates for our first 10 advertisers.

Real readers, every day, from our launch month.

14,668
site visits in the last 30 days

4,434
visits in the last 7 days, up 22% on the week before

363
new stories in the last 7 days

1,734
stories published, 1,218 in English and 516 in French

Real figures from our own counter, which uses no cookies and tracks no one. Each reader is counted once a day; counting began on 7 October 2026, the month we launched. We also run 57 episodes of shows and podcasts.

Readers who care where Africa is going.

- **Across the continent** and in the global African family: the United States, the United Kingdom, Canada and Europe.
- **In English and French,** so one campaign reaches anglophone and francophone Africa.
- **Business, technology, politics, health, culture and sport,** told with a focus on progress and enterprise.
- **Diaspora professionals and families** who send money home, invest, travel and buy for relatives.



One booking, five places to be seen.

Website

panafricanewsmedia.com, in English and French, with new stories every day.

PANM Television

Our live channel and original shows, on the Live TV page and YouTube.

The Morning Brief

A short email every morning with the day's top stories.

WhatsApp channel

Our headlines, where many African readers spend their day.

Social media

Instagram, TikTok, YouTube and LinkedIn.

Display positions: top of every page, mid-page on the home page, at the end of every story, and directly under the live player.

Ready-made bundles at half the standard rate.

Starter

A small business, an event or a first campaign.

$150 ~~$300~~ 2 weeks

- Banner on the home page
- One mention in the Morning Brief

Partner

A brand that wants to be seen every day.

$500 ~~$1,000~~ 1 month

- Banner at the top of every page
- “Brought to you by” on one show
- Four mentions in the Morning Brief

Founding sponsor

An organisation that wants to stand with the station from its first year.

$2,500 ~~$5,000~~ 3 months

- Sponsorship of one news section
- “Brought to you by” on one show
- A daily 30-second spot on PANM Television
- A mention in every Morning Brief
- Named as a founding sponsor on our About page

Launch rates for our first 10 advertisers or until 31 December 2026, whichever comes first. Founding sponsor is limited to five places. All prices in US dollars.

Or choose exactly what you need.

Television spot	15 or 30 seconds between programmes on PANM Television	**30 spots for $500**
Display banner	One of four positions: top of every page, home page, end of every story, or under the live player	**From $60 a week**
Show sponsorship	"Brought to you by" at the start and end of a programme, with your name on the show page	**On request**
Section sponsorship	One news section, for example "Health, supported by ...", on the section and its stories	**On request**
Morning Brief	Your name and message in our daily email	**In every package**
Community notice	An event, vacancy, business or community occasion on our notices page	**$30**

Planning a campaign, an event or a series? Tell us what you want to achieve and we will build it with you.

Clear labels, honest numbers, real reports.

- **A private report for every campaign,** showing how often your advertising was shown and clicked, day by day.
- **Every advertisement and sponsorship is labelled,** so readers trust what sits around it, and your brand with it.
- **Advertisers have no say over our journalism.** That independence is why readers come back.
- **One artwork size fits every banner position:** 1940 × 500 pixels. For television, send a finished 15 or 30-second video, or ask us to produce one.

ADVERTISEMENT

Your brand here

Banner, 1940 × 500 pixels, shown at up to 970 × 250

Live within days.

1

Choose

Pick a package or a mix. Book and pay online by card, or ask us for a quote.

2

Send your materials

A private link takes your artwork or video, link and dates.

3

We check and schedule

Our team checks everything and confirms your start date.

4

See the results

Your private report updates every day the campaign runs.

Talk to us advert@panafricanewsmedia.com · +1 831-215-5279 · panafricanewsmedia.com/advertise

Bookings are covered by our advertising terms at panafricanewsmedia.com/advertising-terms. We may decline advertising that is misleading, unlawful or at odds with our editorial standards.