



POULTRY NEWS AFRICA

Media Kit 2023



ABOUT US

Poultry News Africa, the magazine quickly established itself as the market leader. It's the only publication of its sort dedicated to this fascinating hobby and, as you would expect, is written and produced by an unrivalled group of poultry experts and publishing professionals, all dedicated to providing a practical, easy-to-understand magazine of the highest quality. There are many opportunities for you and your company to grow even more as we head into. Poultry News Africa is the right venue to help build a brand, increase market visibility, support sales efforts, establish a leadership position in this market, and meet key industry decision-makers who are ready to buy from you today. Poultry professionals have made Poultry World their choice for the business of poultry from nutrition and health to production, processing and marketing.



CIRCULATION

With over 16,500 readers right from poultry farmers, poultry breeders, poultry consultants, feed millers, veterinarians, and nutritionists to management level or above, Poultry World is the most comprehensive medium for your Company.

A must-read publication in the Indian subcontinent no other magazine can guarantee the same high profile coverage. Providing an excellent medium through which suppliers to the poultry industries can promote and advertise their products and services, the hallmark of Poultry News Africa is in its editorial approach. Using the best journalists in their fields in order to ensure editorial integrity and independence are maintained, our regular News section with reader reply information provides a comprehensive news service reviewing business and corporate development setting the tone for the remainder of the magazine.

In our endeavour to promote the poultry industry, we welcome you to send your Company's New Product Launch, Press Releases, Technical Seminars, new appointments & events regularly.

WHY ADVERTISE WITH US?

Poultry News Africa uses an advertising strategy that focuses on a unique target market, poultry farmers. Instead of marketing products or services to everyone, our strategy focuses exclusively on one group: commercial poultry farmers.

Poultry News Africa understands that providing valuable information, at no cost to the farmer, is a great medium on which to inform the farmer of your particular product or service.

Every issue contains:

- Editorial
- Technical Research articles
- Popular articles
- Industry Updates
- Market Review – Egg and broiler rates
- News – Indian & International
- Events Calendar – listing of forthcoming poultry exhibitions/ seminars/ conferences
- Behind the industry – a column dedicated to a personality
- Various Releases by Corporate

FEATURES & READERSHIP

FEATURES

- Articles on latest technology development
- Feeding, diseases prevention and management of poultry farming
- Problems of poultry farmers & their latest development
- News updates of poultry industry, market reviews

READERS

With over 16,500+ readers' right from poultry farmers, poultry breeders, Poultry consultant, Feed millers, veterinarians, and nutritionists to management level or above, Poultry News Africa is the most comprehensive medium for your company. Our readers are decision makers and employees of companies and organisations in Africa's poultry industry.



POULTRY NEWS AFRICA DIGITAL AND PRINTED MAGAZINE PRICES

- Front inside cover: US\$ 1,200
- Back cover: US\$ 1,200
- Back inside cover: US\$ 950
- Double page: US\$ 950
- A4 single page: US\$ 700
- Half a page: US\$ 450
- One third page: US\$ 390
- Quarter advert: US\$ 300
- Strip at the bottom: US\$ 280



WEBSITE ADVERTISING

- Top banner on website for one month: US\$ 250
- Bottom banner on website for one month: US\$ 230
- Skyscraper banner on website for one month: US\$ 250
- Square banner on website for one month: US\$ 210





Poultry News
Africa

CONTACT US

 +260 96 4118654

 www.poultrynews.africa

 admin@poultrynews.africa

Follow Us: [in](#)   Poultry News Africa