



2026 MEDIA KIT FOR DIGITAL PRINT & ONLINE

ABOUT POULTRY NEWS AFRICA

Poultry News Africa (<https://poultrynews.africa>) is the leading industry news platform serving the African and international markets. With a vast subscriber base of industry players and a huge monthly website readership, we are truly the voice of the industry. We pride ourselves on delivering the most up-to-date industry news and information, distributed in both print and digital formats, to keep the current generation of buyers and decision-makers up to date. Throughout the following pages, you will find a complete list of advertising options, including print and digital opportunities. A must-read publication on the African continent, 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 its editorial approach. Using the best journalists in their fields in order to ensure editorial integrity and independence are maintained, our regular news section, which provides reader-reply information, provides a comprehensive news service that reviews business and corporate development and sets 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, To: editor@poultrynews.africa

CIRCULATION

Here are some key points about the publication:

- We offer both print and digital editions, distributing over 4,500 print copies and more than 66,800 digital copies per issue.
- The website receives over 113,756 visits per month, with 67,912 unique visitors and 307,601 monthly impressions.
- Distribution occurs across East & Southern African and throughout the West African region, with 70% digital distribution and 30% print distribution. We used to print 6,500 hard copies per issue, but we have reduced the number to 4,500 because 65% of our readers now request digital copies.
- The target audience includes readers in the poultry, livestock and agriculture sectors. Primarily, these include small-scale poultry farmers, commercial poultry farmers, companies, import & export companies, veterinarians, and individuals actively involved in the industry.
- Advertisers have reported success in building their brands through this publication since its inception.
- Additional advertising options include social media platforms such as Facebook and LinkedIn, as well as online banner ads on the website.



CIRCULATION

Most of our readers are decision-makers in their respective industries and are actively involved in the sector. Therefore, we distribute copies not only in East Africa & Southern Africa but also throughout all African countries. Web Statistics and Print & Digital

Website Monthly Visits

Unique Visitors: 67,912

Page Impressions: 307,601



Print: 4,500
hard copies
per issue.

Digital: 66,800
distributed per
quarter

Open rate: 93%
(per server)

Newsletter
Subscribers:
73,739

Website Monthly Visits: 113,756 (as of September 25th server)

Unique Visitors: 67,912

Page Impressions: 307,601

Print: 4,500 hard copies per issue.

Digital: 66,800 distributed per quarter

Newsletter Subscribers: 73,739

Open rate: 93% (per server)

With over 20,000 Facebook followers (Poultry News Africa _<https://web.facebook.com/PoultryNewsAfrica>) and over 5000 LinkedIn followers. (<https://www.linkedin.com/company/poultry-news-africa/>)



Our primary focus is on East Africa, Southern Africa, and select West African countries. To strengthen our impact in these areas, we have established partnerships with various poultry associations. These organisations play a crucial role in disseminating information, as they share our publications with their members whenever we release a new edition in digital formats. This collaboration not only helps us reach a wider audience but also ensures that our content is relevant and beneficial to those involved in the poultry industry in these regions.

In addition to our regular distribution to key stakeholders, decision-makers, poultry farmers, and others actively involved in the industry, this publication provides an excellent platform to connect with key stakeholders and explore impactful partnership and investment opportunities throughout Africa. We are confident that this publication will contribute to your company's growth.

39%: Broiler, egg, Pullet breeder bird. Genetics & breeding Poultry equipment Poultry Hygiene 42%: Manufacturing, Wholesale & Retail

19%: OEMs, Integrators& Distributors JOB TITLES

41% Company Management - General Manager / CEO / Chair

20% I.T & Supply Chain Management for Poultry farmers

18% Poultry / Warehouse Management

5% Production & Project Management

13% Small Scale Poultry Farmers / Materials Handling Management

2% Consultants



WHY ADVERTISE WITH US?



Our publication is mainly distributed in East Africa, Southern Africa, and some parts of the West African region.

The potential benefits of advertising with us: To communicate your products & services to more than 275,000 readers weekly. Poultry News Africa readers are influential participants in Africa and beyond.

Who are the readers of Poultry News Africa? Decision-makers with operational and procurement authority in a range of disciplines embracing poultry, livestock, and a wide range of specific sectors covered through our features schedule.

Will I get a response to my advertisement? Poultry News Africa is a guaranteed medium for brand building and also has a record for generating direct responses for advertisers. Many advertisers report that advertising in Poultry News Africa has been integral to their business success, and some have advertised with Poultry News Africa since its inception.

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 – Africa & 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



Articles on latest technology development • Feeding, disease prevention and management of poultry farming • Problems of poultry farmers & their latest development • News updates of the poultry industry, market reviews In these editions, we will be running some special feature stories on the following: • Genetics & breeding • Layers and broilers in poultry • Meat poultry • Poultry health and disease • Poultry processing equipment • Poultry equipment and innovation • Poultry hygiene and sanitation • Egg production and egg handling equipment.....etc.

POULTRY NEWS AFRICA READERS: These are decision-makers, from poultry farmers, poultry breeders, Poultry consultants, 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.



DIGITAL & PRINTED MAGAZINE RATES



DIGITAL & PRINTED MAGAZINE RATES

Online Rates	USD \$ RATES P/ M	Print Ad Rates/Quarter	USD \$ RATES
Top Banner	US\$ 260	Front Inside Cover page	USD\$ 1,200
Bottom Banner	US\$ 230	Double page spread	USD\$ 1,200
Leader board Banner	US\$ 2700	Back cover page	USD\$ 950
Skyscraper	US\$ 260	Full page (A4)	USD\$ 810
		Half page	USD 520
		Third page	USD\$ 400

Front Cover News Story - This exclusive package gives you the opportunity for your company and your brand to dominate a particular issue and achieve the maximum impact in print, digital, online, and email formats – US\$ 1,200.

If you would like to advertise your company in our publication, contribute to any of our features, or request more information, the team is ready to talk through your plans and maximise your exposure. We look forward to working with you in 2025.

LANGERMAN MEDIA AND COMMUNICATION, AND LANGERMAN TRADINGS ARE THE PUBLISHER OF POULTRY NEWS AFRICA (<https://poultrynews.africa>).

CONTACT DETAILS

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Website: <https://poultrynews.africa>

TERMS & CONDITIONS

MATERIAL REQUIREMENTS

MATERIAL REQUIREMENTS: High-resolution files in PDF, JPG, or TIF format must be supplied, and the resolution should be no lower than 300 dpi. All graphics should be CMYK.)

If we are designing your artwork, we would like to have a brief via email or a Word document. Images and logos supplied must be 300dpi, CMYK, PDF, or JPG. We cannot use images from Word or websites for print. Proof for approval will be sent by email.

PAYMENT TERMS

1. Payment must be made within 30 (thirty) days from the date of Langerman Media and Communication's invoice.
2. If payment has not been received within the 30-day period, Langerman Media and Communication will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
3. If Langerman Media and Communication does not receive a payment within this specified 7-day period, the debt will be forwarded to our Solicitors, and additional charges will be added

CANCELLATION TERMS

1. All cancellations will incur a 75% cancellation fee on all advertising booked.
2. If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

ADVERTISING TERMS

1. All copy for advertisements or other paid-for material is subject to the approval of Langerman Media and Communication/Langerman Trading. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and/or making modifications necessary to any advertisements or other paid-for material in order to maintain the publication's standards.
2. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of the publication of any advertisements or other paid-for material. Langerman Trading accepts no responsibility for slight variations in colour in the reproduction of advertisements or editorial photographs.
3. Advertisers must ensure that the content of the advertisement or other paid-for material complies with all legal requirements. The advertiser shall further indemnify Langerman Trading in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid-for material and published on the advertisers' behalf.
4. No guarantee is given that advertisements or other paid-for material will be placed in any specified position on any specified page, without written agreement.
5. No guarantee is given on the results of any advertising booked in our printed publications, supplements, websites or email newsletters unless expressly stated and agreed in writing.
6. It is the advertiser's responsibility to supply the artwork to Langerman Media and Communication /Langerman Trading within the deadlines stated on Langerman Media and Communication /Langerman Trading's confirmation letter/email. If material is not forthcoming, Langerman Media and Communication/Langerman Tradings reserves the right to repeat old material or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated by Langerman Media and Communication/Langerman Tradings.
7. The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.