



NewAfrican Woman Magazine

2024
MEDIA KIT

Email us: naw@nawmagazine.com

Published by 
MEDIA

THE NAW IN BRIEF

Launched in 2009, *New African Woman* offers intelligent, meaningful, and inspirational content, in all areas that embrace and celebrate Black women's diverse accomplishments and aspirations - from politics to entrepreneurship; beauty to culture, health to women's rights; fashion to careers; and much more.

READERSHIP

New African Woman readers are influential, affluent, fashion and beauty-conscious women who believe in positively contributing to the advancement of Africa and its Diaspora. They are groundbreakers, trailblazers, and changemakers who also take pride in their appearance and culture. Our average readership demographic is between 18 and 55-year-old professionals, business owners, leaders, decision-makers, and influencers, most of who are educated to a degree level.





New African Woman Magazine



Socials.
Reach.
METRICS.

Readership Profile

75%

NAW readers are aged between 18-55

90%

Discovered The NAW on Social Media

- Trailblazers, ground breakers, game changers
- Affluent and influential
- Well-educated, well-connected and well-travelled
- Work in or own corporate entities or business. Professional elites
- Style savvy, beauty, fashion and lifestyle trendsetters
- Positive contributors to Africa and its Diaspora

 209.6K +

 32.5K+

 11.7K+


 3.1K+

 **nawmagazine.com**
1.2m page views per month. 7mins, average time on site.

950K+ Impressions on average, across our social media platforms and website.

55K+

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BRANDED CONTENT: ANGELIQUE KI THE VLISCO AMBASSADOR ON PRID STRENGTH OF AFRICAN WOMEN

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

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 these roles.

Advertorial

EDUCATION FOR SOCIAL IMPACT

New African Woman

Every woman has sexual and reproductive rights

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

- Interview with Dr. Julietta 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

TELL YOUR STORY

With in-depth knowledge of the continent, its nuances, complexities, and our editorial expertise as well as our extensive networks, we are well-positioned to produce and shape content in the form of advertorials and Special Reports tailored to your target audience and reach.

For example, we have worked with and produced Special Reports for UNECA/AU on Women in Small Scale and Artisanal Mining, the UNFPA of Sexual and Reproductive Health and Rights, UN Women, Cartier Women's Initiative, Cartier Watches, Vlisco, Access Bank Ghana, luxury beauty brands such as Yves Roche, BlackUp, Ghandour; to mention, but a few

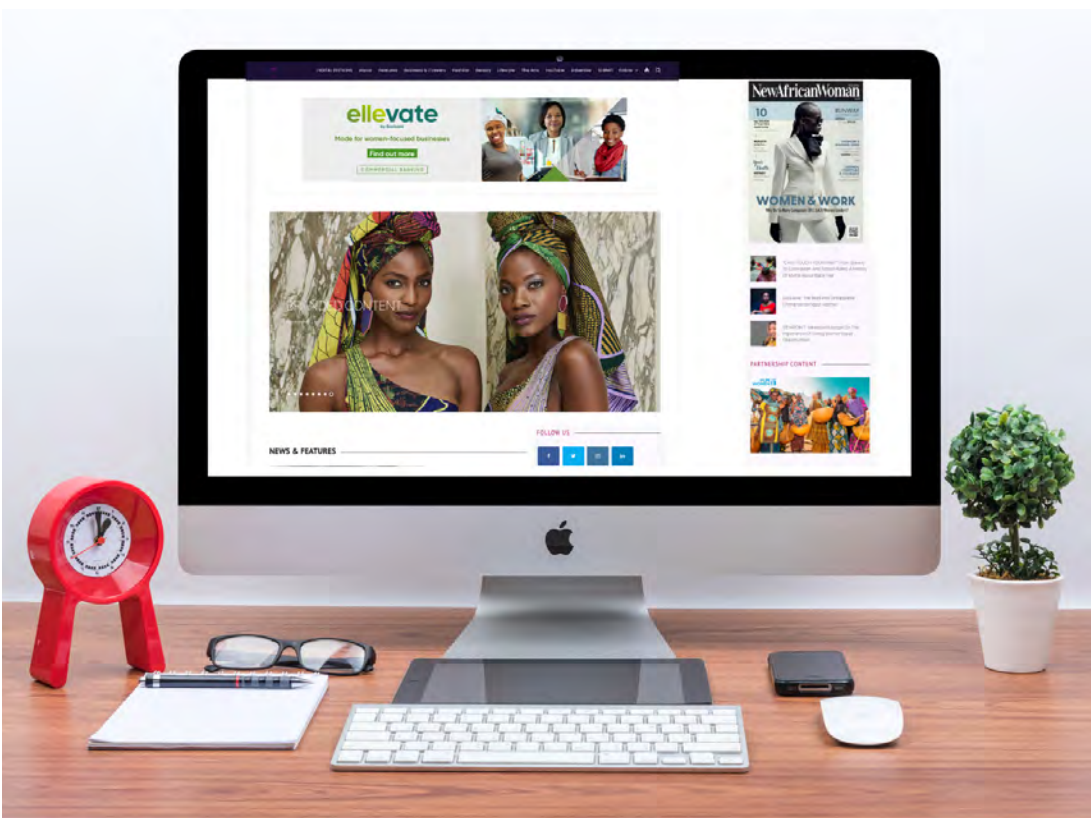
Supporting innovation TO INSPIRE THE FUTURE

Worth by *rebecca jones*, Photo by *Elizabetta Anagnostou - ABACA*

PARTNERSHIP CONTENT

Get the blackUp look

OUR ADVERTISERS & PARTNERS.
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Virgin



PORSCHE



Mercedes-Benz



ROLEX



2024 EDITORIAL CALENDAR

Main Themes

ISSUE	SPECIAL REPORTS	MATERIAL DEADLINE
50. March-April	<p align="center">THE LEADERSHIP ISSUE</p> <p>Empowering Women Edition: In Work & Careers; Trade & Finance, Science, Tech & Inno, Rights & Activism</p> <p>*Regulars: Health, Fashion & Beauty</p>	9th February
51. June-July	<p align="center">MOST INFLUENTIAL WOMEN IN BUSINESS ISSUE</p> <p>Women in Business, Banking Finance & Entrepreneurship</p> <p>*Regulars: Health, Fashion & Beauty</p>	10th May
52. Sept- October	<p align="center">CREATIVE INDUSTRIES SPECIAL FROM FILM, MUSIC, INNOVATION, CULTURE TO FASHION AND TEXTILES</p> <p>*Regulars: Health, wellbeing Fashion & Beauty</p>	16th August
53. Dec24-Jan2025	<p align="center">MOST INFLUENTIAL WOMEN OF THE YEAR 2024 and THE ONES-TO-WATCH IN 2025</p>	15th November



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