

NewAfrican Woman Magazine

2025 Media Kit

Contact: naw@nawmagazine.com



The NewAfricanWoman magazine was founded in 2009 and has since then been a steadfast champion in spotlighting and covering Black women's issues across diverse fields that matter, both continentally and the African Diaspora.

With many years of editorial expertise, extensive networks, and in-depth knowledge of the African continent (and its Diaspora), its nuances, uniqueness and complexities, the Magazine prides itself in providing intellectual, meaningful, empowering, and inspirational coverage for its discerning readers. We remain one of the most respected and widely-read titles in Africa and its Diaspora.

Since its founding, the NewAfricanWoman has steadfastly continued to provide and record for posterity much-needed in-depth and insightful stories that shine a spotlight on African women, their zeal, tenacity, achievements, and initiatives that positively contribute to Africa's development across diverse fields, as well as empowering women and their communities.

With a clear shift in the way readers now consume and relate to information in the post-Covid era, the NewAfricanWoman coverage of deep and real issues that bring meaning and worthiness to the lifestyle of Black women, has become even more relevant in the current dispensation, even as we shift to DIGITAL ONLY publishing.



The NAW has interviewed and featured some of the world's and Africa's most influential and admired women in diverse fields, including politics, business and finance, the creative and entertainment industries, civil society and, sport. They include UN Nations Deputy Secretary-General Amina J Mohammed, the former UN Women Executive Secretary Phumzile Mlambo Ngucka, UNFPA Executive Director Dr Natalia Kanem, the Former President of Mauritius Dr Ameenah Gurib-Fakim, Secretary General of COMESA, Chileshe Kapwepwe, renown author Chimamanda Ngozi Adichie, actresses including Oscar winner Lupita Nyong'o, Thandiwe Newton, Danai Gurira; Film Director Amma Asante, Nollywood greats Genevieve Nnaji, Omotola Jalade Ekeinde and Joselyn Dumas, popular singer and activist Angelique Kidjo, journalist broadcaster Isha Sesay and many more.

Our Audience says they read the NewAfricanWoman for inspirational content and to get reliable and empowering information.

NewAfricanWoman

EXCLUSIVE CELEBRITY INTERVIEWS



At Home With
Thandiwe Newton

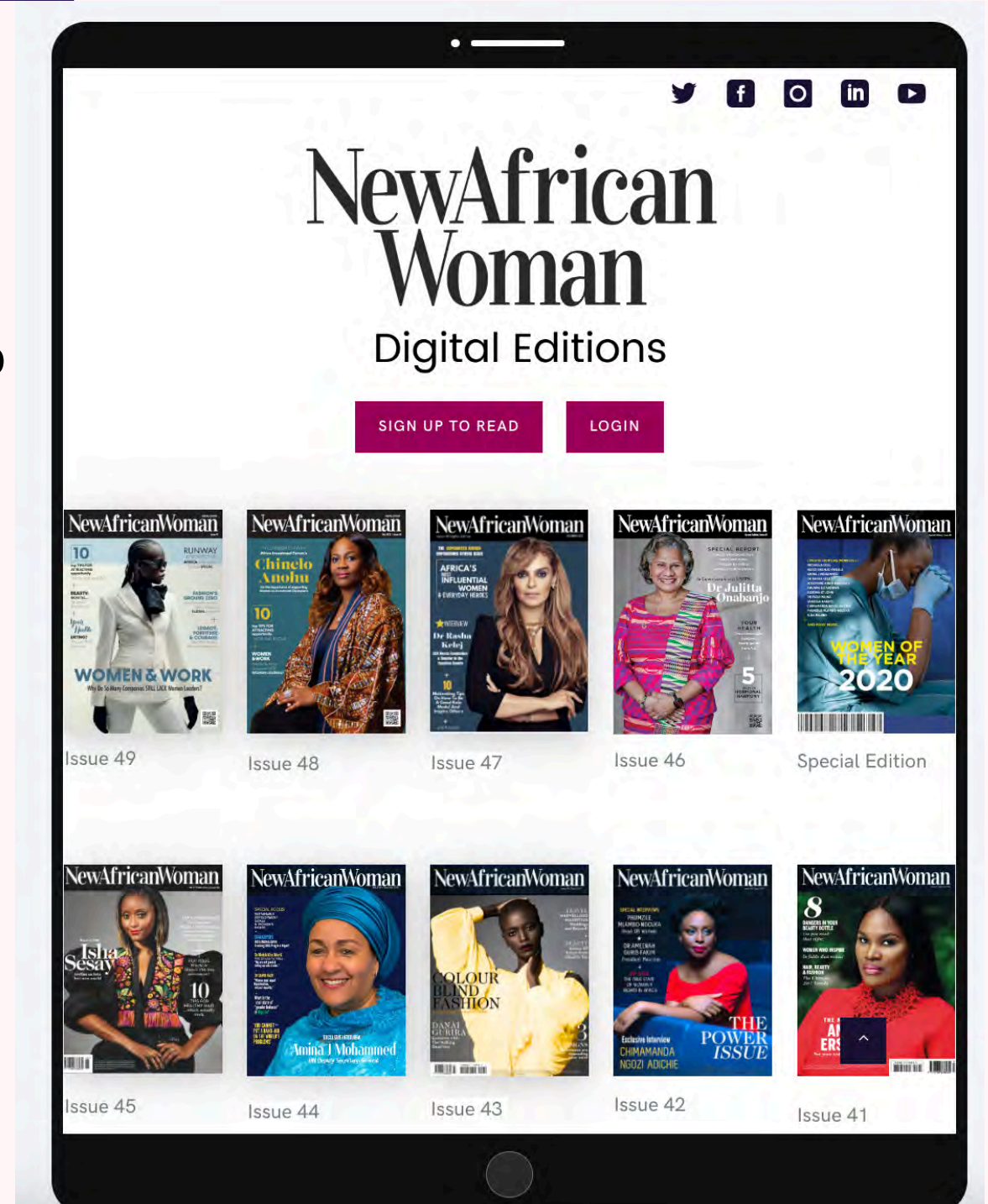


CLICK ME

FUTURE FORWARD

From December 2024, the NewAfricanWoman Magazine went fully DIGITAL ONLY with 6 Issues per year and a dedicated Digital Editions portal which also offers full access to past editions to registered subscribers.

45K +
DIGITAL
EDITIONS
SUBSCRIBERS



READERSHIP DEMOGRAPHICS

- Median age: 18-55 years old.
- They are educated to a degree level.
- They are decision-makers.

- Are trailblazers, groundbreakers, and change makers.
- Some are top influential Social Media Influencers.

95%

Of our readers
have recommended
NewAfricanWoman
to friends and family.

- Positive contributors to Africa and its Diaspora
- Style and beauty-conscious and are fashion savvy, including for luxury brands.

- Work in or run corporate entities or in a professional world.
- Run or own a business.
- Are affluent, influential, and professional elites.

- Well-traveled, well-read, well-connected
- Are of impeccable taste in lifestyle.

SOCIAL MEDIA



207K
Followers



11.8K
Followers



31.9K
Followers



3.8K
Followers

6.3M

AVERAGE COMBINED
MONTHLY IMPRESSIONS

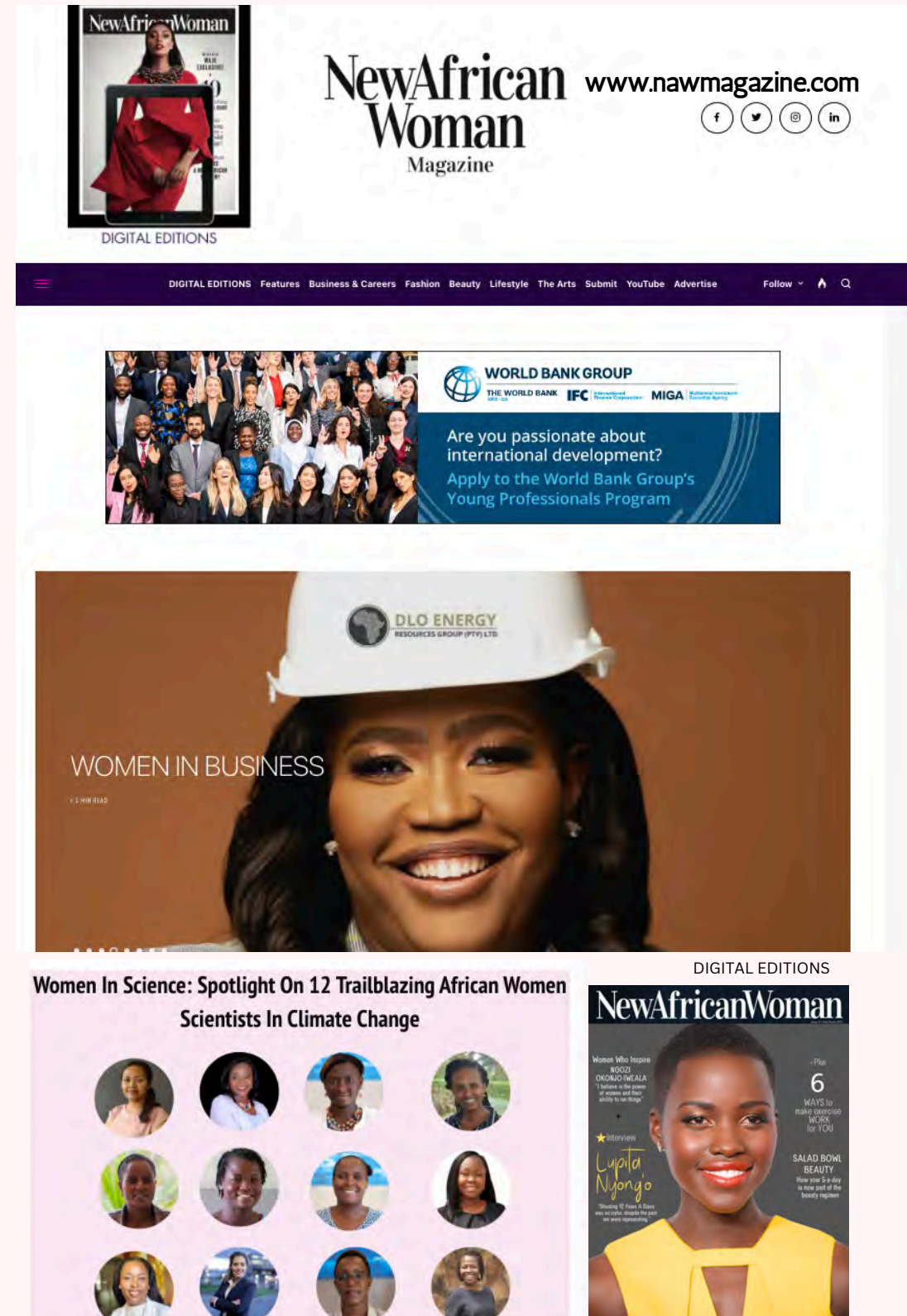


ONLINE PRESENCE

The NewAfricanWoman also runs a robust, popular, and engaging website, whose content aligns with our editorial ethos of offering intelligent, inspirational and meaningful content that motivates, empowers and uplifts its readers.

AVERAGE MONTHLY TRAFFIC REACH

- PAGE VIEWS: 4.5M
- UNIQUE USERS: 250K
- DIGITAL REACH (WEB & SM): 6.5M
-



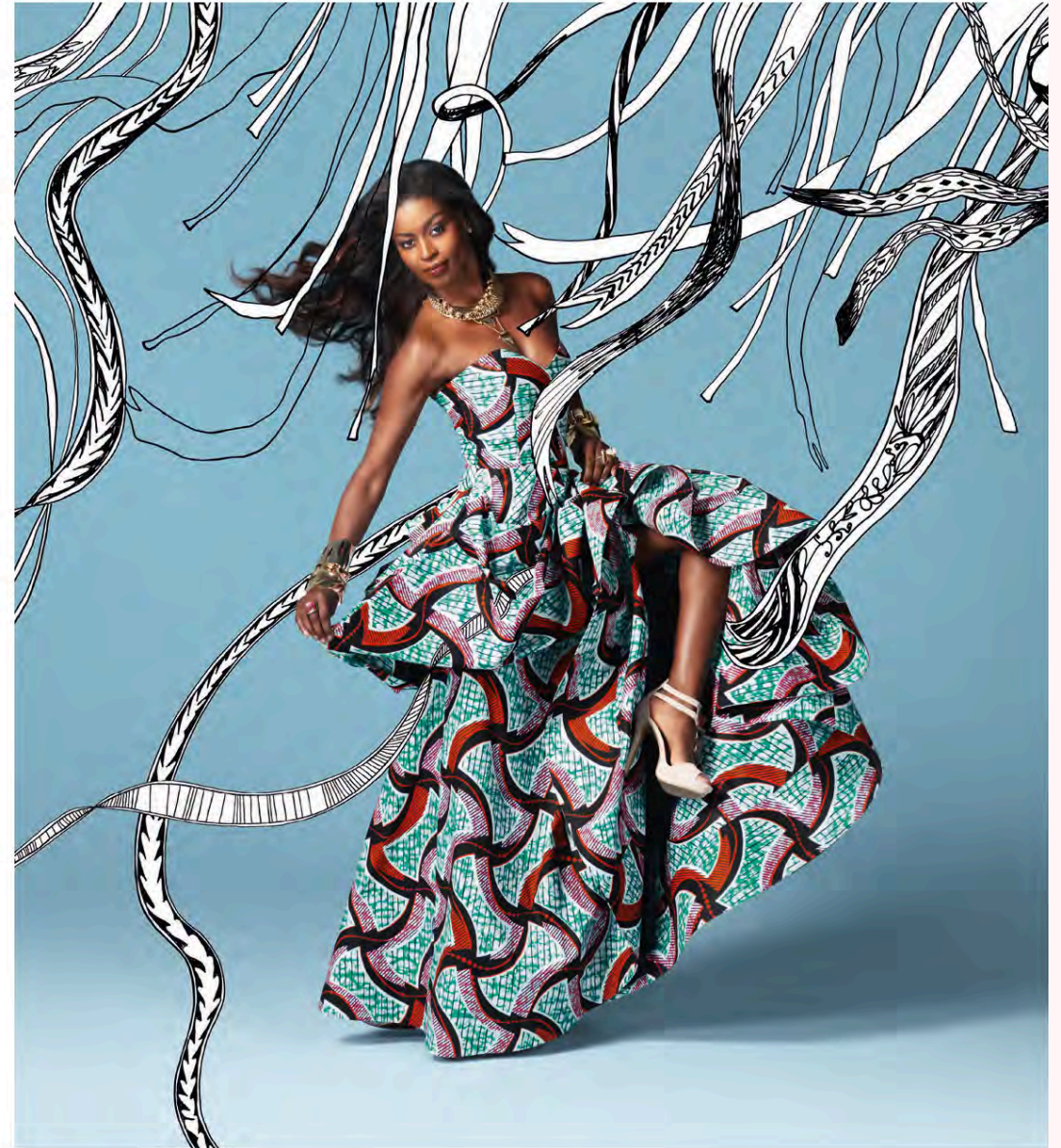
SPECIAL REPORTS & BRAND PARTNERSHIPS

NewAfricanWoman also collaborates with corporate entities and a diverse range of clients, to create bespoke Brand Partnerships, Special Reports or Projects, and Branded Content - which can also be paired with strategic communication campaigns, including Press Releases and Social Media rollouts, to maximize exposure and engagement.

TO DISCUSS THIS OPTION

EMAIL:

naw@nawmagazine.com



Celebrate
THE TRUE ORIGINAL


VLISCO
SINCE 1846

Communic

ABOUT UN WOMEN WEST AND CENTRAL AFRICA OFFICE

Located in Ouagadougou, the UN Women West and Central Africa Regional Office (WCARO) coordinates support for 10 Country offices and covers 12 Non-Resident Agency countries. As Non-Resident Agency, UN Women supports the UN System to address gender equality in its policy, coordination and programme efforts towards strengthening women's and girls' human rights protection, leadership and empowerment in the region. Serving as the interface between UN Women headquarters and the country offices, UN Women-WCARO provides high-level policy advisory services and technical support for the successful implementation of the UN Women Africa Strategy at regional level, as well as its management oversight and quality assurance processes to enhance the country programmes' effectiveness.

To this end, WCARO has been promoting and supporting the implementation of policy coherence on these topics through several flagship programmes:

- The Women Count programme on disaggregated gender statistics production
- The Climate-Smart Agriculture Value Chains programme and the Buy From Women staple mission
- The 16 Days of Activism Against Gender-Based Violence campaign and the Stop Rape Women staple mission
- The French Multilateral Fund on maternal and children's health
- The Women's Leadership, Empowerment, Access and Protection in Crisis Response programme regarding peace and security
- The global Halfway Point campaign for which UN Women WCARO is playing a critical role in the development of local progress reports and advocacy efforts to raise awareness of gender equality and women's rights.

What we do

Bridging gender knowledge gaps
As a regional center of knowledge, UN Women plays a key role in knowledge production, management, based on accurate data and gender-responsive research and evaluation. It promotes a culture of knowledge and learning, cultivates knowledge partnerships, leads institutional capacity building to bridge the gender knowledge gap, and fosters knowledge exchange profiles.



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

15% OF COUNTRIES HAVE LEGISLATIONS THAT ADDRESS SPECIFICALLY WOMEN-OWNED ENTERPRISES

UN WOMEN
UN Women West and Central Africa Office
Immuable no. 3, SCI Diama, Ngou-Village
B.P. 154
Dakar, SENEGAL
Tel: +221 33 869 99 70

Branded Content: ANGELIQUE KIDJO: THE VLISCO AMBASSADOR ON PRIDE & STRENGTH OF AFRICAN WOMEN



HIGHERLIFE FOUNDATION
Since 1996, 100% of profits



EDUCATION FOR SOCIAL IMPACT

Higherlife Foundation is a philanthropic organisation committed to uplifting and investing in the future of Africa's children through education. Founded in 1996, the foundation is funded by the Masiyiva, Econet Wireless and Liquid Telecom (largely owned by the Masiyiva) and other investors, and has supported more than 250,000 children to gain access to education. Many of the orphans have received secondary and tertiary education scholarships to some of the world's

leading academic institutions such as Harvard, Yale, Oxford, Cambridge, and Mosehouse College. Higherlife Foundation plans to impact two million children with education by 2020. In addition to educational support, Higherlife Foundation supports beneficiaries with Guardianship and Pastoral Care that encourages psychosocial support and the teaching of essential life skills. It also partners with healthcare and crisis response institutions and agencies to deliver timely healthcare in times of crises and epidemics.

ADVERTISEMENT



Call for applications

CARTIER SEEKS EXCEPTIONAL ENTREPRENEURS



The 2011 Laureates. From left to right: Caroline Guzman (Colombia), Shreya Singh, and Sumera Rayan Qureshi (United States), Kwee Waiying (United Kingdom), Lorna Rutto (Kenya), Rana El Chemaly (Bahrain), Chuanling Chen (China).

The Cartier Women's Initiative Awards is an international business plan competition for women entrepreneurs. Each year, six laureates receive financial support and one year of personalised coaching with experienced professionals from Cartier, INSEAD business school and McKinsey & Co.

The application period for the 2012 edition is now open. Women business owners with initial phase projects are welcome to submit their applications online before March 13, 2012.

Find out more about the competition and its eligibility criteria on www.cartierwomensinitiative.com

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



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 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

NAW | Fashion Special

"African women have made Vlisco what we are...they are our heartbeat"



Vlisco is celebrating 170 years as a titan of the African print fabric industry. The *New African Woman* caught up with its new CEO David Suddens (pictured) at its HQ in Helmond, the city which is housing a breathtaking exhibition celebrating the history of Vlisco. He does not hold back on the current financial state of the brand, what he is doing about it and why the African woman is the heartbeat of the household brand popularly known as 'Dutch Wax' across Africa.

Interview by our Editor reGina Jane Jere

SOME OF OUR ADVERTISERS



VLISCO

Cartier



Ecobank



BrandComms



GUESS



YVES ROCHER



GIVENCHY

BVLGARI

SAMSUNG



PORSCHE

Mercedes-Benz



ROLEX

NEWAFRICANWOMAN
LEADERSHIP SERIES
EMPOWER. EQUIP. EXCEL

The NewAfricanWoman Leadership Series celebrate, honour and spotlight women who have shown exceptional and visionary leadership in their personal or organisational capacities. They are trailblazing, mould-breakers and, changemakers who have significantly and positively impacted gender empowerment and inclusivity. They promote and inspire hope for equitable opportunities in all fields that matter to Africa's developmental trajectory.

New African Women Leaders in:

- Politics & Governance
- Business & Finance
- Science, Tech & Innovation
- Climate Change, Agric & Education
- The Arts & Creative Industries
- WOMEN OF THE YEAR IN LEADERSHIP

Collab with us.

contact: naw@nawmagazine.com

NewAfricanWoman
ISSUE 44 / December 2018

SPECIAL FOCUS
SUSTAINABLE
DEVELOPMENT
GOALS
& WOMEN'S
RIGHTS
+

GOALKEEPERS
Bill & Melinda Gates
Tracking SDGs Progress Report
+

Dr Matshidiso Moeti
WHO Director for Africa
"We are not good at
telling our own stories."
+

DR SAHAR NASR
"Women need equal
opportunities,
not just equality."
+

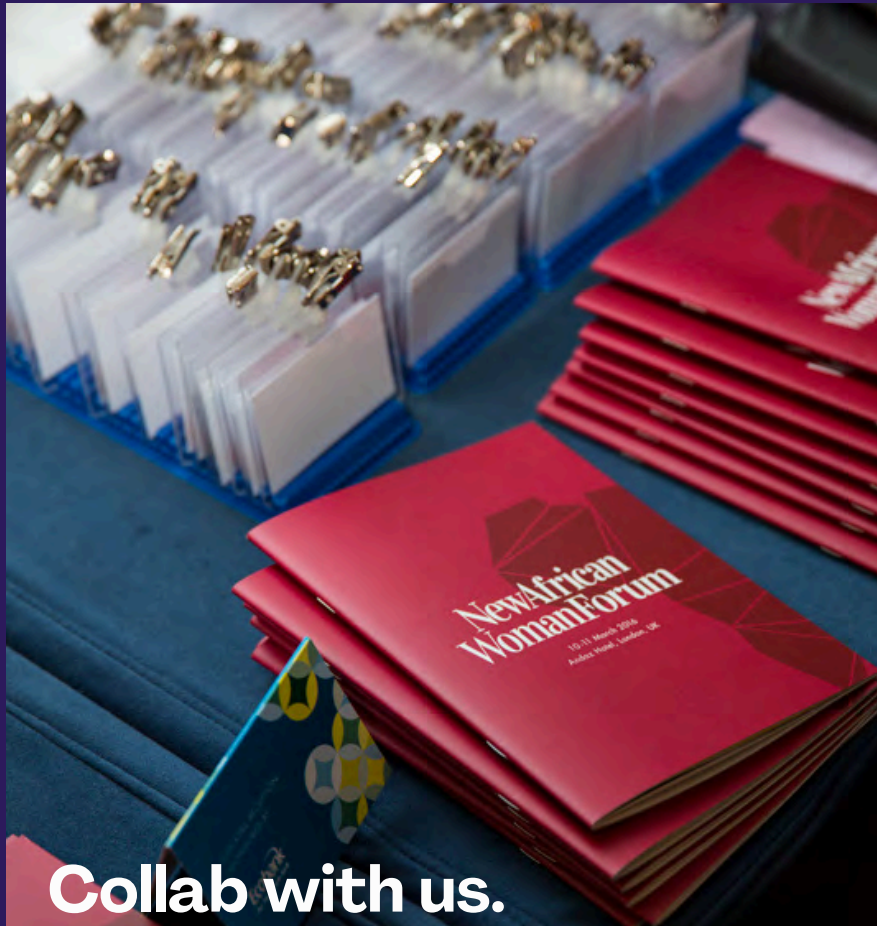
What is the
real state of
"gender balance"
in **Nigeria?**

**'YOU CANNOT >>
PUT A BAND-AID
ON THE WORLD'S
PROBLEMS'**

EXCLUSIVE INTERVIEW
Amina J Mohammed
UN Deputy Secretary-General

NewAfrican Woman Forum & Awards

For Women Who:
EMPOWER. EQUIP. EXCEL



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NEWAFRICANWOMAN DIGITAL EDITIONS

EDITORIAL CALENDER

ISSUE	MAIN THEME	MATERIAL DEADLINE
FEBRUARY/MARCH	The Power Issue: Politics & Governance (Including Women’s Month Focus) *Special Country Focus: Rwanda	15 JANUARY, 2025
APRIL/MAY	Women in Business & Finance (Spotlight on Careers) *Special Country Focus: Nigeria	16 JULY, 2025
JUNE/JULY	WOMEN IN TECH. SCIENCE & INNOVATION (including spotlight a on Women in Climate Change, Agric, Education and Blue economy) *Special Country Focus: Kenya & Mauritius	14 MAY, 2025
AUGUST/SEPTEMBER	The Youth Issue - The Power of the Next Gen *Special Country Focus: Kenya	16 JULY, 2025
OCTOBER/NOVEMBER	Luxe Africa - (Spotlight on the Luxury Business) Also Power Players in the Creative, Fashion & Arts Industries *Special Country Focus: South Africa & Nigeria	12 SEPT, 2025
DECEMBER	SPECIAL EDITION - The Women of the Year Issue Celebrating Excellence	14 NOV, 2025

*Print Issues only available to order at an extra cost

NewAfrican Woman Magazine

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Published by



Credit: AFP Images