New African Woman Magazine

2027 Media Kit



Credit: Kzara Visual via Canva Teams

All rates available on request

email: contact@nawmagazine.com

ABOUT US

- 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 in the African Diaspora.
- The Magazine popularly provides, and records for posterity, much-needed in-depth and insightful stories that shine a light on African women's zeal, tenacity, achievements, work and initiatives which positively impact their communities as well as contribute to Africa's development.
- With many years of editorial expertise, extensive networks, and in-depth knowledge of the African continent, 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.
- With a shift in the way readers consume and relate to news, in the current media dispensation, NewAfricanWoman has also shifted heavily towards DIGITAL publishing.

Click Me



CONTENT AUTHENTICITY

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 late and founding UN Women Executive Secretary Phumzile Mlambo Ngucka, former 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 Nanji, Omotola Jalade Ekeinde and Joselyn Dumas, popular singer and activist Angelique Kidjo, journalist broadcaster Isha Sesay and many more.

Our audience says they follow and read the NewAfricanWoman for inspirational content and to get reliable, original and empowering information and stories, including from respected and high-profile personalities.

NewAfricanWoman

EXCLUSIVE CELEBRITY INTERVIEWS

Angelique Kidjo
(In Issue 37)

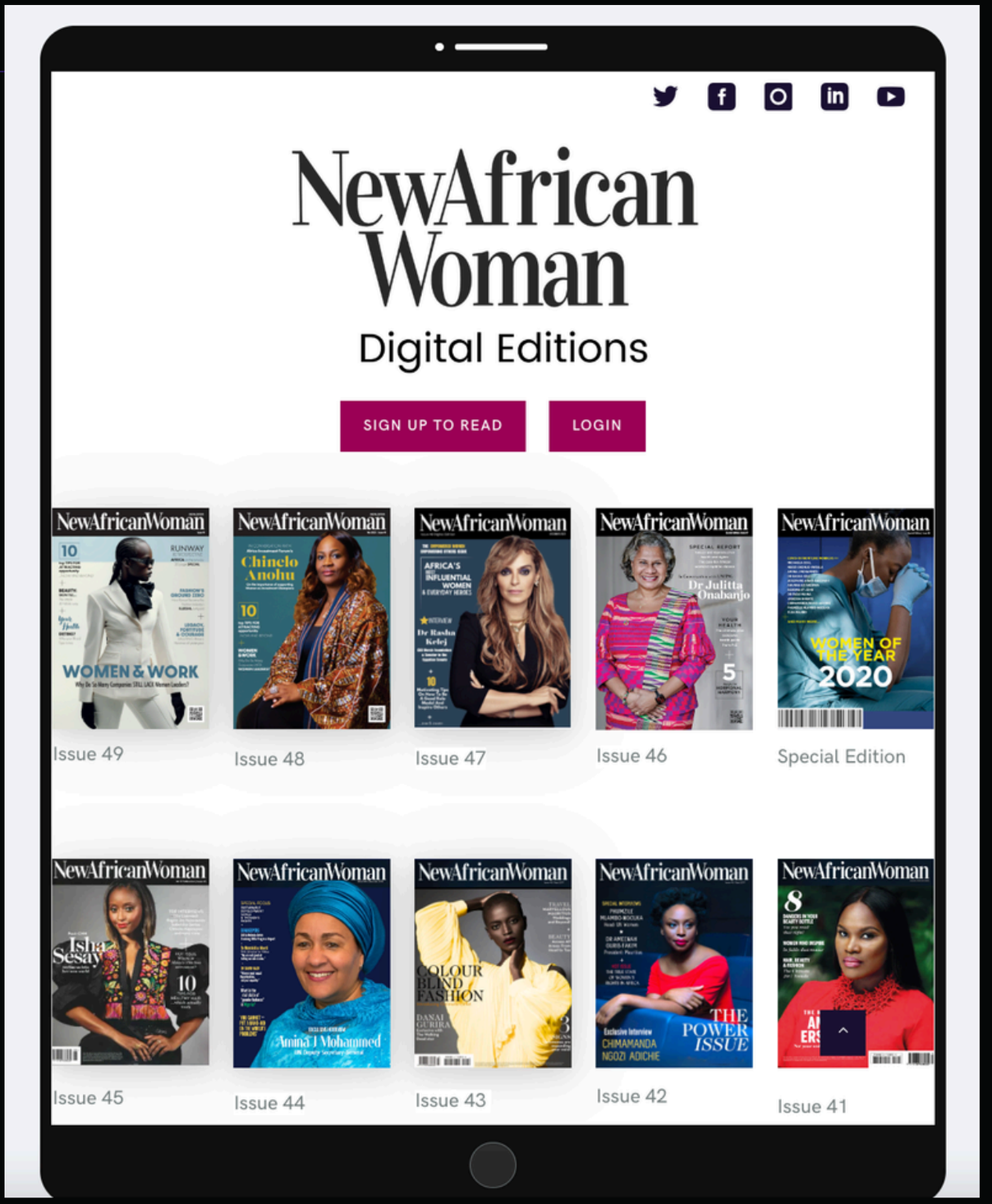


CLICK ME

FUTURE FORWARD

From December 2024, the NewAfricanWoman Magazine went fully DIGITAL ONLY and unveiled a dedicated popular **Digital Editions** portal which also offers full access to past editions to registered subscribers.

45K +
DIGITAL
EDITIONS
SUBSCRIBERS

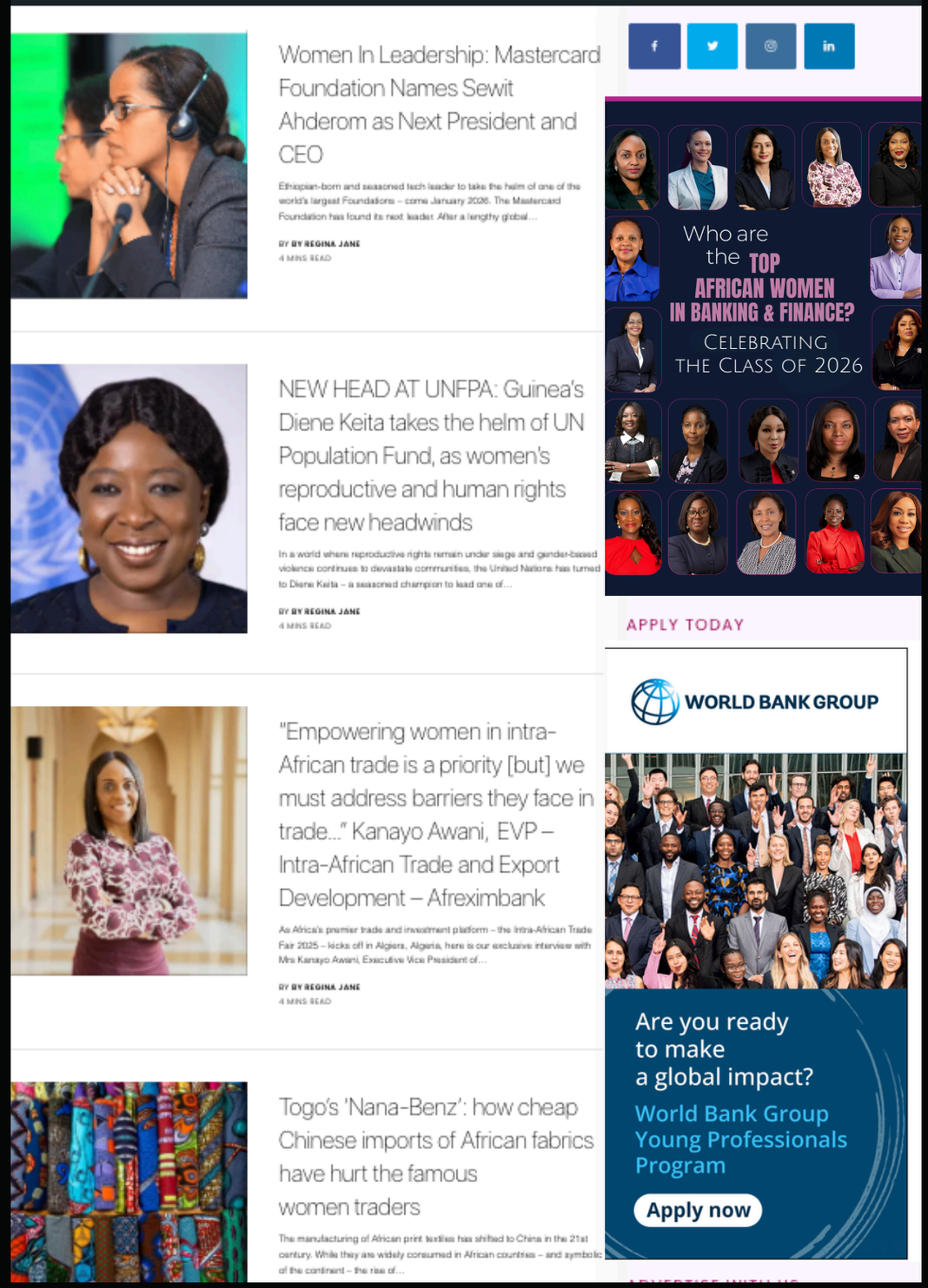


ONLINE PRESENCE

NewAfricanWoman Magazine

www.nawmagazine.com

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.



BRAND PARTNERSHIPS SPECIAL REPORTS

In Conversation with

Cartier Women's Initiative's

WINGEE SIN

For almost two decades, the Cartier Women's Initiative (CWI) has dedicated its work to empowering female entrepreneurs across the global, by supporting them achieve their goals and scale their impact. The initiative, which was launched in 2006 and provides the necessary financial, social, human capital support to women-run and women-owned businesses, is a leader in this space. We sat down with CWI Global Program Director Wingee Sin who delves into the initiative's mission, sharing insights into the challenges and triumphs of one of the world's most transformative female entrepreneurship programmes - one that aims to drive change by empowering women impact entrepreneurs, including those from Africa.

She spoke to our Editor reQina Jane Jere »



A SNAPSHOT

IMPACT STORIES FROM AFRICA

Since its launch 19 years ago, the Cartier Women's Initiative has supported over 300 female impact entrepreneurs across the world, including in Africa. A beacon of hope for many driven African women business owners looking for support, the CWI also promotes business innovations which are aligned with, and champion the United Nations Sustainable Goals (SDGs). The work and business ventures of past CWI fellows: Siny, Temie and Manka exemplified in this snapshot, attest to that. They have, like many others, benefitted and utilised the support from the initiative to develop their businesses and positively impact their communities, inspiring many more beyond their borders.



SINY SAMBA (SENEGAL)

FELLOW 2023: FRANCOPHONE SUB-SAHARAN AFRICA

Tackling SDGs: 02 - Zero Hunger * 05- Gender Equality * 12- Responsible Consumption & Production

In 2017, food processing engineer Siny Samba returned to Senegal after working for a baby food company in France. She had studied infant nutrition and noticed the distinct lack of diversity of baby food on Senegal's grocery store shelves. She also observed that smallholder farmers often had difficulty selling what they produced, leading to crop losses. "I thought, why not try to minimize these losses?" she says. Yet another need emerged as she began talking with mothers about how they fed their babies. "One woman told me her child never drinks water. She only gives her baby soda and juices." Siny Samba is the founder and CEO of Le Lionceau, which produces nutritionally rich baby food, adapted to local tastes, using 100 percent local cereals, vegetables, and fruits.

Cartier Women's Initiative Awards

A joint project with the Women's Forum

Call for applications

CARTIER SEEKS

EXCEPTIONAL ENTREPRENEURS



The 2011 Laureates. From left to right: Carolina Guerra (Colombia), Benita Singh and Summer Rayne Oakes (United States), Kresse Wesling (United Kingdom), Lorna Rutto (Kenya), Rana El Chemaitelly (Lebanon), Chunhong 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 personalized 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

ECA

LOOKING TO THE FUTURE

Ethical and gender-sensitivity in mining

Women in Artisanal and Small-scale Mining in Africa

African Minerals Development Centre (AMDC), the African Union Commission and UN Women have joined forces to complete a gender analysis and review of the Africa Mining Vision (AMV), its attendant Action Plan and the AMDC Business Plan as well as undertake comprehensive studies in the continent on women in artisanal and small-scale mining. The results prove stark, and not particularly surprising.



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



BRAND PARTNERSHIPS SPECIAL REPORTS

NewAfricanWoman also partners with high-profile institutions and corporate organisations, 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 PARTNERSHIPS & SPECIAL BRAND POSITIONING

EMAIL:

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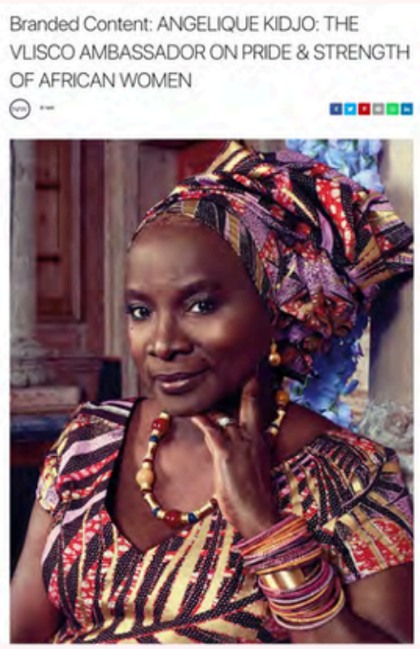

Communiqué

ABOUT UN WOMEN WEST AND CENTRAL AFRICA OFFICE

What we do

15%

UN WOMEN


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


HIGHERLIFE FOUNDATION

EDUCATION FOR SOCIAL IMPACT


ECA

AMDC African Minerals Development Centre

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


NewAfricanWoman

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

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CHAMPAGNE Laurent-Perrier ESTABLISHED 1812

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PORSCHE

Mercedes-Benz

ROLEX

EVENTS

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@nawmagazine.com



EVENTS

NewAfrican WomanForum & Awards

For Women Who:

EMPOWER. EQUIP. EXCEL





SOCIAL MEDIA DYNAMICS

210K
Followers

11.8K
Followers

31.9K
Followers

3.8K
Followers

@NewAfricanWoman



AFP Images

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.

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

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.

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

EDITORIAL CALENDAR

EDITORIAL CALENDAR
(AVAILABLE ON REQUEST)

* SPECIAL COUNTRY REPORTS
(FULL RATES AVAILABLE ON REQUEST)

EMAIL: CONTACT@NAWMAGAZIINE.COM





AFP Images

NewAfrican Woman

Magazine

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