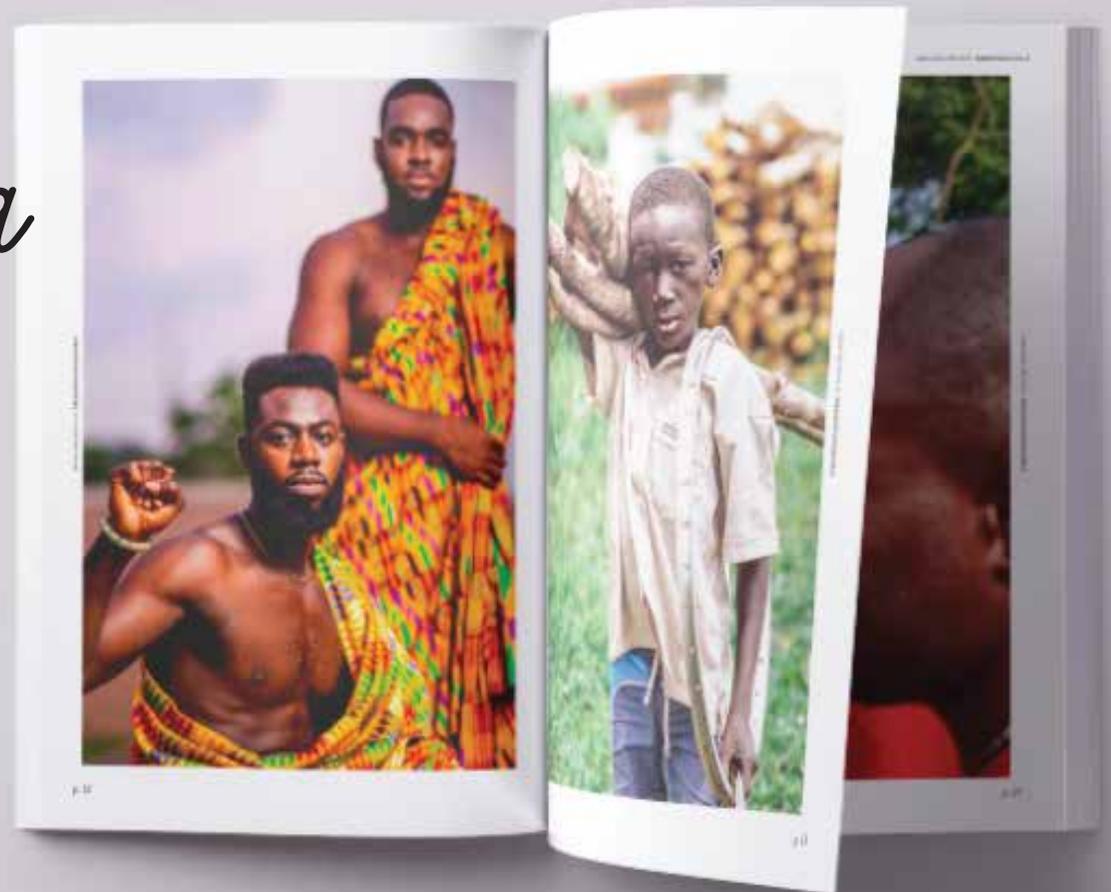


H A D I T H I . *Africa*

**HADITHI
GUIDEBOOK
MEDIA KIT
2020**

WWW.HADITHI.AFRICA



OUR PLATFORMS

In the aim of bringing awareness to the people, history, art, culture of Africa, we provide access for people to engage in the African Narrative as we connect together through aesthetically pleasing forums:

www.hadithi.Africa

Our website acts as an online platform where African narratives in different categories are published on a daily basis for an audience that prefers learning about Africa through their phones. This blog-like platform gives an opportunity for writers and bloggers to also submit content about Africa for a global audience. *(contact us to advertise on our online platform)*

Hadithi African Guide Book:

A guide book focusing on one African Country per issue, created to be a travel solution and educational platform for travellers to Africa and Tour companies. This Guide book exudes Africa's rich culture, art, history, politics, and people, with an addition having travel tips such as where to eat, sleep, play in different African countries, giving an authentic experience to all readers. *(contact us for the Guide book Media kit with more details)*

@HadithiAfrica Social Platforms:

The addition of social media makes the African Narrative most accessible to a variety of age groups from around the globe. Sharing images and stories from Africa, educating our audience with fun facts about Africa's travel opportunities, culture, heritage, history is our way of placing a contemporary spin to learning about Africa.

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Hadithi aims to expand these platforms to reach a bigger audience, adding variety in the manner in which Africa is learnt about and experienced. Our vision to document Africa will only be fulfilled in adding a variation of platforms where consumers can engage with the content.

HADITHI AFRICA GUIDEBOOK

CONTENT STRUCTURE

Each edition of the Hadithi Guidebook will have content that would interest a wide variety of people who have an interest in the African continent, whether they live in it or not. The content of each edition will be structured in a way that will live on as an educational platform where future readers will still find the content relevant and intriguing.

The three main categories for each issue are History, Culture and Travel but we have a number of sub-categories which will cover areas such as;

HISTORY

Historical facts according to the people who live in the country. Which will also be educational to readers who would like to learn more of the respective country.

POLITICS

This acts as a subcategory of history as we will explore the history of where the politics started and where it is today.

CULTURE

This will include a basic education of the languages and tribes within the country and also what makes them different and unique from others.

FOOD

This becomes a sub category of culture as each tribe would have their respective staple dish which we will also cover in each edition of Hadithi.

TRAVEL

With traveling to each respective country we will include travel recommendations for each country which includes, tourist attractions

ART

We would like to think that art is an universal language but in each issue we will explore how differently each country interprets that.

BUSINESS

There are ample business and investing opportunities in each country which people in and around the African continent would be interested in getting in which will be covered in each issue. a sub-category of this will be a business directory of businesses in each country.

PHOTOGRAPHY

The one exciting part of each edition will be photographic content from selected photographers who are from each respective country who capture the authenticity of their country, culture, food and so much more.



Chale Wote 2018

GHANA EDITION

VOL. 01

The question of what is beyond the “Year of Return” is one resounding on the lips of many in Ghana and around the world. After many have experience the culture, love and history of the country it becomes important for them to have tangible souvenir which they can refer back to and continue to teach those around them about the Gold Coast, Ghana.

The Ghana edition of the Hadithi Guidebook plays a role in the follow up of the successful “Year f Return”. The guidebook will also highlight the events during the year of return 2019 - highlighting the local view that of those who returned home from different countries.

Focusing on the culture, history, travel, lifestyle and the people of Ghana this guidebook is meant to guide those planing going to Ghana in the near future and those who just want to learn about the county as one of Africa's poster countries when it comes to independence and retaining a rich culture with an interesting resistance to the western idea of civilisation.

H A D I T H I

A PLATFORM FOR THE AFRICAN NARRATIVE



GHANA EDITION

Vol 01

GHANA EDITION
VOL. 01

Cover artist : Reuben Ekow Quansah
Ghanaian self taught photographer

GHANA EDITION CONTENT

WHAT THIS EDITION CONTAINS.

HISTORICAL CONTENT

Each edition of Hadithi Magazine will expose the authentic history as documented by the people of the country and not simply facts from outsiders. Each country has rich history that shaped it and its people and the Ghana edition will explore exactly what made it what it is today.

CULTURE

Africa is such a culturally rich continent, with a variety of cultures to explore from one country to another. Some are similar in their mannerism but each culture has its uniqueness.

Ghana has many tribes and as you travel from one region to another you realise that each tribe is so proud of their uniqueness, and we explore that in this edition.

TRAVEL

With this edition we travelled to the Ghana and will be letting you in on all our experiences through pictures, articles and reviews of tourist attractions within Ghana, with both an international and local view on Ghana. We will also recommend things to do, places to go and also what to eat when in Ghana.

ART

The art scene in each country is different and we visited Ghana during the Chale Wote Street Art Festival which afforded us the opportunity to experience the art scene in one setting. We interviewed a number of Ghanaian artists and they had a very interesting view on the Ghanaian art scene.

BUSINESS

Businesses and investing opportunities are great in Ghana but are not for the faint hearted. Opportunities such as agricultural development is something sort after in Ghana and so many more opportunities which we will cover in the Ghana edition that will be beneficial in the long term.

PHOTOGRAPHY

The most exciting part of this edition and all other editions are images that will be featured from selected photographers within the country. We don't only want our readers to read the content we write but also to experience the country with authentic images taken by photographers who are from that country.



PUBLICATION DETAILS

TARGET AUDIENCE: Pan-Africanists Travellers to Africa

PUBLICATION SCHEDULE: Annual

COVER PRICE: 25 \$

PRINT VOLUME:

Copies varying between a limited number of 10 000 - 20 000 copies, which are printed for each edition of the Hadithi Guidebook. More copies are then printed as the distribution demand expands throughout the African continent and the world at large.

PUBLISHER:

Hadithi Africa Media Group

The 80 page magazine will be compiled and produced as follows:

Paper type: 113 and 250 Hi-Q gloss, white.

Magazine size: 168mm x 223mm

Printing: 116 pages printed full colour, on 113 gsm Hi-Q gloss

Cover Printing: front and back cover plus inners printed in full colour, on 250 gsm Hi-Q gloss paper.

Binding: Perfect bound to give it more sophisticated feel.

CIRCULATION & DISTRIBUTION

Each issue is first released in conjunction with the Africa's Art collective seasons hosted by Mall of Africa in partnership with Julie Miller Investment Art institute. Copies are first released in South Africa then continuously distributed from the Mall of Africa. Copies will also be available for purchase online and from all Ghana high commission embassies across the globe, available for people traveling to Ghana and people who are simply lovers of Africa.

GHANA HIGH COMMISSION LOCATIONS (51 EMBASSIES)

Algeria - Algiers	France - Paris	Netherlands - The Hague
Angola - Luanda	Germany - Berlin	Nigeria - Abuja
Australia - Canberra	Guinea - Conakry	Qatar - Doha
Belgium - Brussels	Holy See - Vatican	Russia - Moscow
Benin - Cotonou	India - New Delhi	Saudi Arabia - Riyadh
Brazil - Brasilia	Iran - Tehran	Senegal - Dakar
Burkina Faso - Ouagadougou	Israel - Tel Aviv	Sierra Leone - Freetown
Canada - Ottawa	Italy - Rome	South Africa - Pretoria
China - Beijing	Japan - Tokyo	Spain - Madrid
Congo (Democratic Republic) - Kinshasa	Kenya - Nairobi	Switzerland - Bern
Cote d'Ivoire - Abidjan	Korea (Republic) - Seoul	Togo - Lomé
Cuba - Havana	Kuwait - Kuwait City	Turkey - Ankara
Czech Republic - Prague	Liberia - Monrovia	United Kingdom - London
Denmark - Copenhagen	Malaysia - Kuala Lumpur	United States - Washington, D.C.
Egypt - Cairo	Mali - Bamako	Zambia - Lusaka
Equatorial Guinea - Malabo	Malta - Valletta	Zimbabwe - Harare
Ethiopia - Addis Ababa	Morocco - Rabat	
	Namibia - Windhoek	



TARGET AUDIENCE

Our primary target market are the Pan Africanists, the people who are enthusiasts of Africa in all its aspects; business, art, culture, history, travel and everything that makes Africa exactly what it is.

The age of our target isn't set as you could have a young Pan africanist as much as you would a 60 year old enthusiast, which gives any brand who would like to advertise or collaborate with Hadithi a wide variety of readers to target.

B2C

When it comes to consumers, we speak to those who love Africa and are hungry for authentic African content.

We aim to connect people to the African Narrative. creating engagement between the world and Africa.

B2B

We also have a Business to Business target client. This includes companies looking to speak to a Pan-Africanist, but this also includes companies who are looking to become more African through content and experiences which through our insight to Africa we can authentically orchestrate.

DIGITAL INSIGHT

Why people engage with our digital platforms:

- To Experience Africa through Hadithi's eyes/lense (this includes photographs taken while Hadithi is on tour in an African Country or images and articles from its contributin photographers, travellers, writers ,etc.
- Reading articles about Africa's great destinations (unknown gems of Africa, fun facts, business opportunities, educational articles, etc)
- Viewing and experiencing authentic African Content (images, articles, videos, etc)
- Authentic African Imagery from all over the continent
- Travellers who seek inspiration on which African desitnation to visit next would find such information on our webiste

DIGITAL PLATFORMS AND FOLLOWING



@hadithiafrica

4124 +



Hadithi Africa

5848 +

FRIENDS OF HADITHI AFRICA | CIRCLE OF INFLUENCE (and their following)

@checkoutafrica - 192k

@awaytoafrica - 15k

@pearlthusi - 2,3m

@africanceremonies - 41k

@advertsghana - 58k

@afrobougee - 21k

@africanartcolletor - 45k

@checkoutrwanda - 20k

@mallofafrica -10k

DIGITAL AUDIENCE INSIGHT: **4000 views weekly**

www.hadithi.africa

Location (Top 5 countries)

1. United States of America
2. South Africa
3. Ghana
4. Nigeria
5. United Kingdom

Age

- 18-34: 76,37%
- 35 - 64: 20,91%
- 65+: 2,72%

Gender

- Female: 55,9%
- Male: 44.1%

The Gold Coast

During the 19th century, the Gold Coast's growth and development was largely due to the mining industry, which was established in the 1820s. The mining industry played a major role in the development of the Gold Coast, and it was the primary source of revenue for the colonial government. The mining industry also led to the development of infrastructure, such as roads and railways, and it helped to establish the Gold Coast as a major trading hub in West Africa.



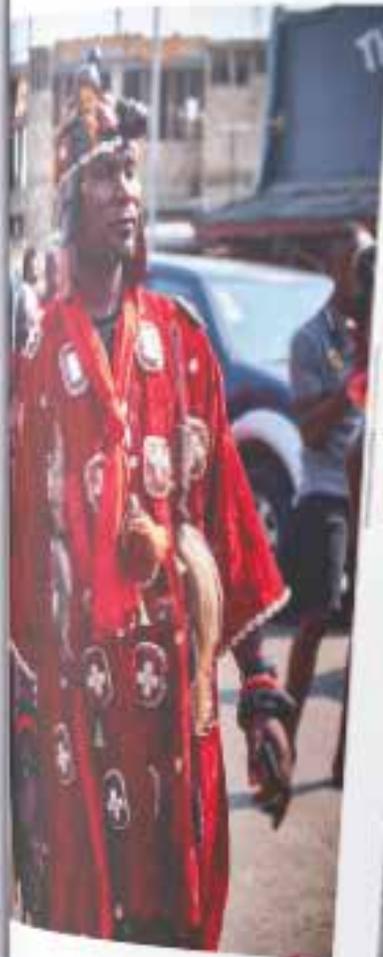
Linguistic Affiliation

Over 100 different languages are spoken in Ghana, with the most widely spoken being Twi, Ewe, and Ga. The official language of Ghana is English, but many people also speak their native languages.



The population of Ghana was approximately 20 million in 2010 and was growing at a rate of 1.5% per year. Approximately 60% of the population live in the urban areas, with the remainder living in rural areas. The majority of the population are of African descent, with a small number of people of European, Indian, and Chinese descent.

Religion is a major factor in the development of Ghana, with the majority of the population being Christians. The predominant religion is Christianity, with a significant number of people also practicing traditional African religions.



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PRINT AD RATE CARD

Business Directory feature

1 Issue: R5 000

Half page Full color

1 Issue: R9 000

Full page Full color

1 Issue: R17 000

Double page spread

1 Issue: R30 000

Inside Back cover

1 Issue: R35 000

Inside Front cover

1 Issue: R40 000

WHY ADVERTISE WITH US

Our readers trust us to seek partnership with companies that we genuinely believe in, they know that any company they see in our publication would be one that we sincerely stand behind and will benefit both the readers and the advertisers in knowing our market very well.

We also believe in giving collaborative guidebook engagement with our audience in an amazing space that affords them more meaningful and relevant engagement that will prompt for higher consideration for any brand.

SIZES:

Full page, Inside back/front

Size: 168mm x 223mm

Orientation: Portrait

Bleed: 5mm

Double page spread

Size: 336mm x 446mm

Orientation: Landscape

Bleed: 5mm

TERMS AND CONDITIONS

Digital files only

Print ready PDF (300dpi, CMYK, Fonts Embedded, TIFF or EPS files accepted)

These amounts do not include the design of the ad, if you would like Hadithi's design department to design an ad for you, a separate quote will be given for that.

Ads may be emailed to akwaaba@hadithi.africa or submitted via dropbox with this alternative email address: africahadithi@gmail.com

We reserve the right to reject any ads we deem inappropriate.

GHANA EDITION

Release Specifications

Release Date: 2020

All editions will include a media release in the respective country. As the Ghana Edition is our first edition of Hadithi Guidebook, we will also be hosting a media release and launch of the guidebook to not only test the market but also expose the Ghanaian market to a publication dedicated to their country.

Companies that would like to have marketing collateral in all our launch events can contact us with the contact details given below for all event rates and prices





CONTACT US

GENERAL ENQUIRIES

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