

Known Magazine Media Kit 2025



WWW.KNOWNMAGAZINE.AFRICA



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Bookshelf

Each Magazine is curated to highlight some of South Africa's most prominent entrepreneurs breaking boundaries and leading by example!





About the brand

Known Magazine is a digital business publication, founded and published in December 2020 by Sibizi Media pty ltd. The publication features news in Geo politics, Energy, Mining, Economy and Lifestyle. We cover news that matter the most and those that have a positive impact on society and the African continent at large. Our stories aim to educate, entertain and create awareness of entrepreneurs and business owners doing a brilliant job in their respective industry across the African continent.

www.knownmagazine.africa



Bandile Mathebula
Editor in Chief

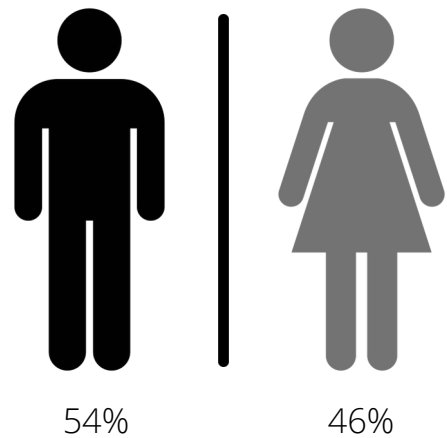
editor@knownmagazine.africa

KNOWN MAGAZINE

Community

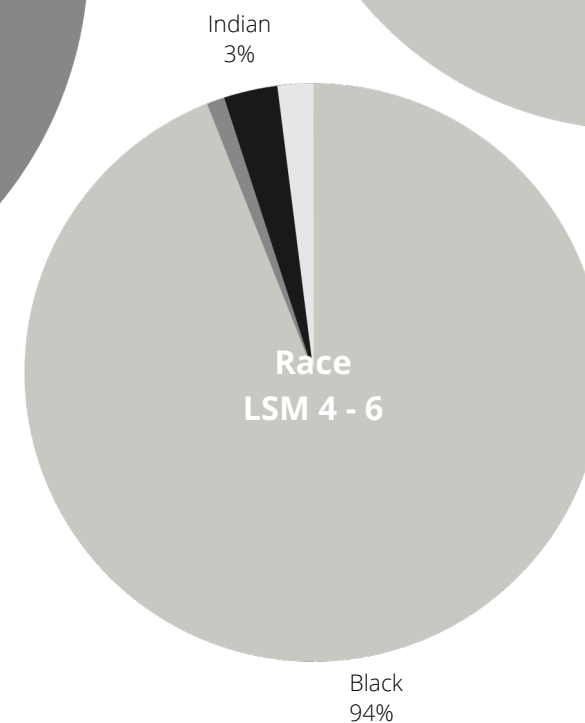
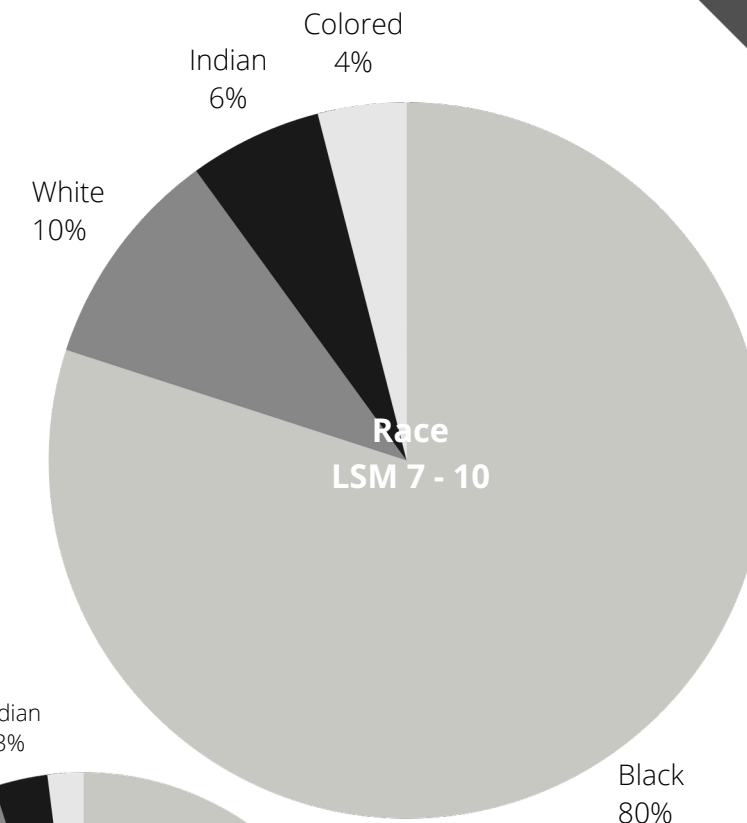
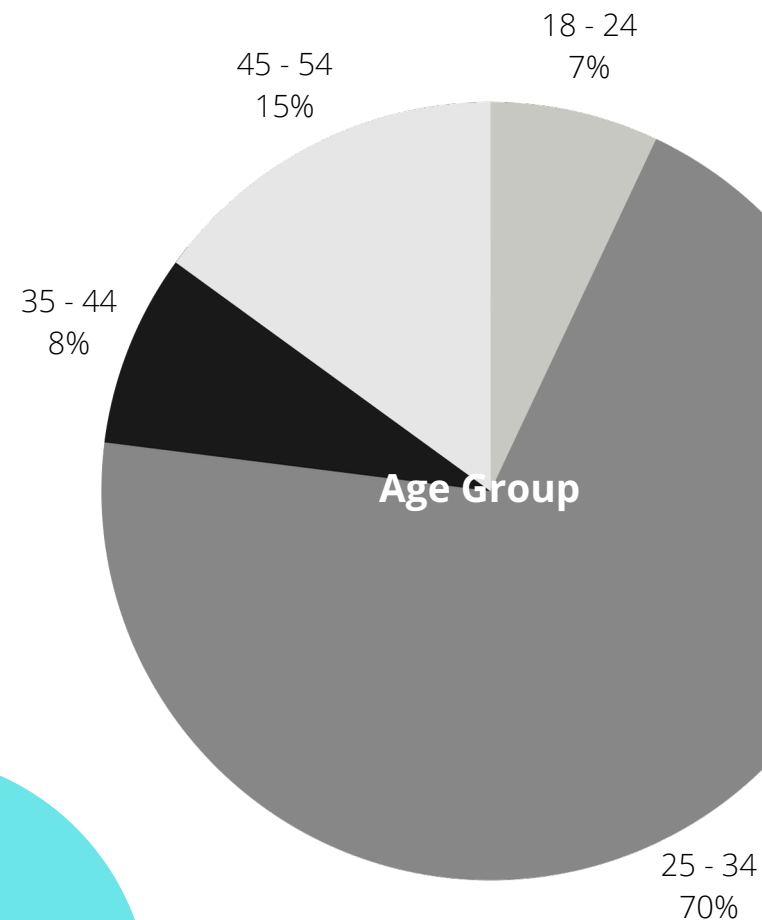
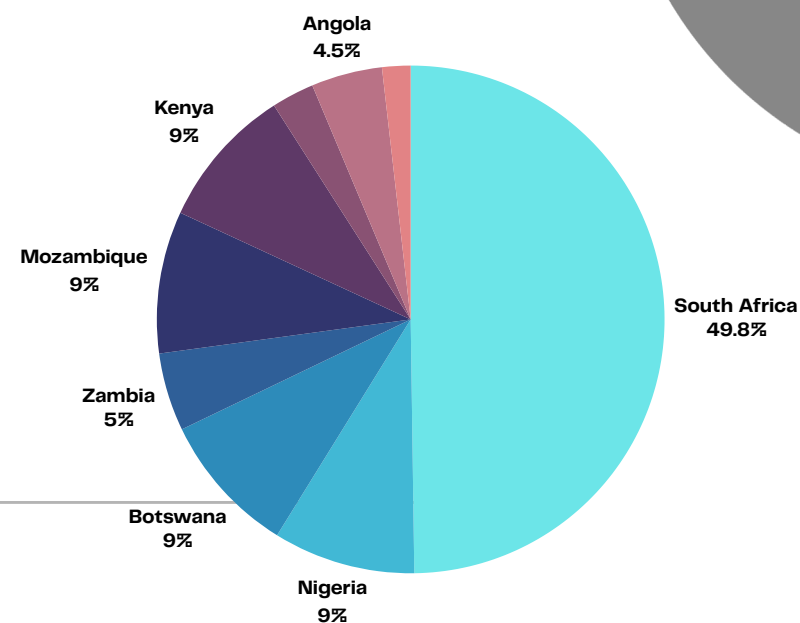


Gender Readership Split between Male and Female



Location Breakdown By Countries

South Africa - 55%
Nigeria - 10%
Botswana - 10%
Zambia - 5.5%
Mozambique - 7.5%
kenya - 10%
Cameroon - 3%
Angola - 5%
Libya - 2%



House Hold Income & LSM

HH Income R49, 999 (AVG: R69, 999.00) Personal Income R24, 999 (AVG: R35, 999.00)

LSM 4 - 6

48%

LSM 7 - 10

52%

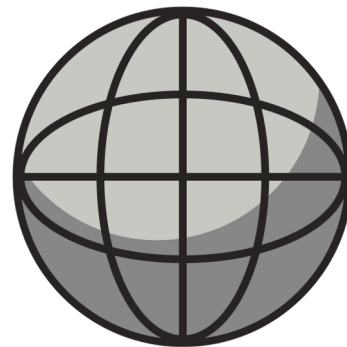
DIGITAL FOOTPRINT

Browsers for 01 - 31 March 2025

34 887



Total Views 2025



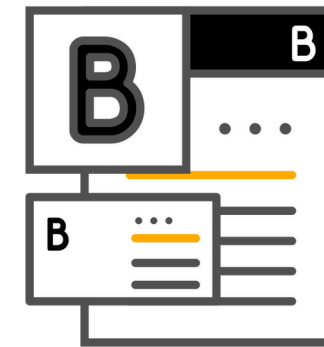
134 327

Total Visits 2025



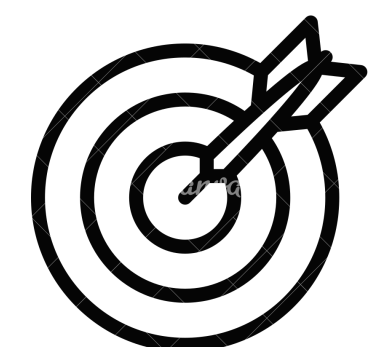
146 033

Total Page Visits 2025



455 620

Total Hits 2025



345 860

Social Media Community | 14 134

Average visits
per month

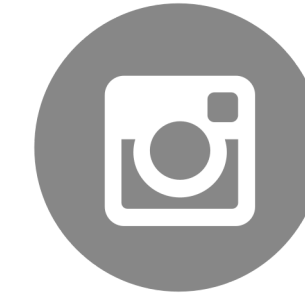
35 235

Average unique
visitors per month

32 658



570



2477



287



10.8k

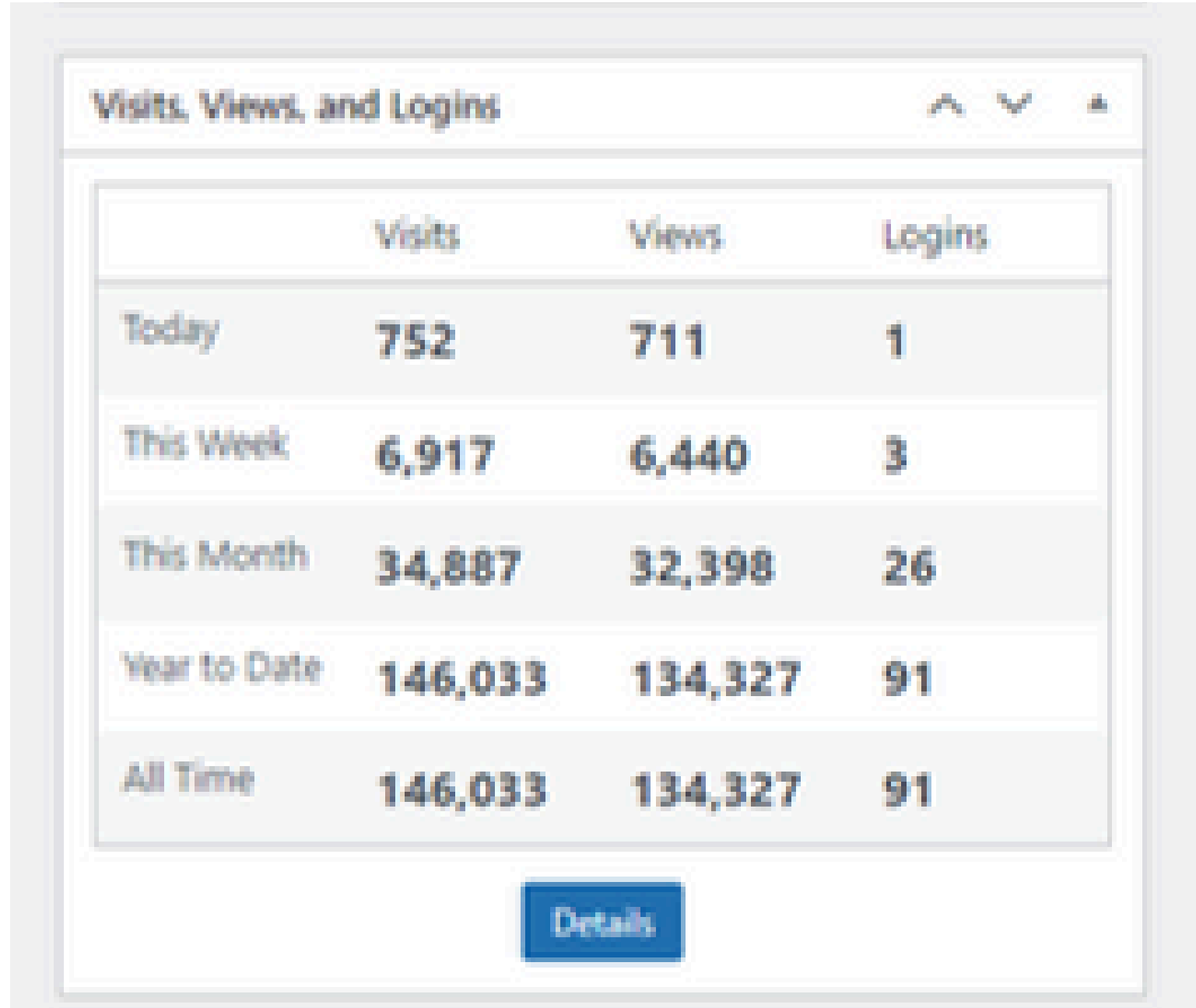
www.knownmagazine.africa

Above stats show results from our web story reach. Measured monthly.

SOURCE: Facebook Insights/stats - 2025

SOURCE: Paid Membership pro/Google Analytics - 2025

OUR READERSHIP STATISTICS

A screenshot of a web analytics dashboard titled "Visits, Views, and Logins". It features a table with three columns: "Visits", "Views", and "Logins". The rows represent different time periods: "Today", "This Week", "This Month", "Year to Date", and "All Time". The numbers are displayed in a bold, blue font. A blue button labeled "Details" is located at the bottom of the table.

	Visits	Views	Logins
Today	752	711	1
This Week	6,917	6,440	3
This Month	34,887	32,398	26
Year to Date	146,033	134,327	91
All Time	146,033	134,327	91

This is a summary of our stats and analytics drawn from Membership Pro and JetPack analytics softwares. Screenshot taken on 31 March 2025 | 17:00

Where we are...

As of the last quarter of 2024, Known Magazine was hosted and migrated to a new .africa domain, moving from the original .co.za. This was to ensure we cater for the African continent at large.

The numbers illustrated above show our reach and Direct search being our main traffic source. Our marketing efforts are mainly focused on Google ads and PPC Campaigns to promote our website on the world wide web where our efforts yielded positive results.

www.knownmagazine.africa

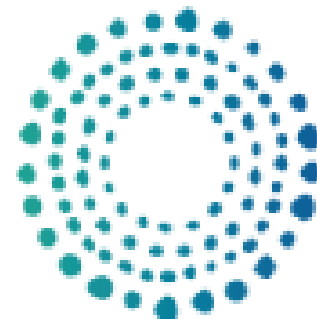
Our Partnerships...



**African
Energy
Week**



ANGOLA
OIL & GAS



Mozambique
Gas & Energy Summit & Exhibition





Content Plan

Each month we choose a theme for the magazine. Here is what to expect on the next few issues. Themes are subject to change.



Issue 12 – The Beauty & Fashion Business

We profile and celebrate South Africans in the beauty industry. Covering Founder of Anna Becca, Ayanda

Issue 13 – Mining issue

We cover Mining Tycoons and all updates and new trends in the mining sector

Issue 14 – Business Tycoons

Celebration SA's top Female business Tycoons

Issue 15 – The Creative Business

We celebrate all those who are the creative business space.

Issue 16 – Tech & Ai Issue

We Tackle the AI, Tech and Digital industry. > Robots living among humans.

Issue 17 – Sports Business

We profile and celebrate South Africans in the Sports Industry

Issue 18 – Property Issue

We talk all things Property. Featuring CEO of Top Property company

Issue 19 – Education Issue

Education is the Key to success. We delve deep into the business of Education

Issue 20 – The Presidential Issue

Covering former SA President, Gov. Thabo Mbeki

Issue 21 – Known Network

We celebrate all of our cover stars on one cover, with follow up write ups on each.



Payments to be processed and paid prior to commencement with work and publishing. Any ads not paid for in full and in due time will not be featured

KNOWN MAGAZINE

RATE CARD 2025/26

DISPLAY ADVERTISING RATES/BESPOKE CAMPAIGNS

DESKTOP BANNERS: SIZE

468X60 px
728x90 px
300x600 px
300x250 px
970x90 px
160x600 px

MOBILE BANNERS SIZE

320X50px
300x250px
300x600px

TAKEOVER SIZE

All ad sizes

CPM
R400
R400
R400
R400
R400

REQUIRED SPECIFICATIONS

Material deadline: 5 working days before live date
Click-through URL: Max size 1MB, Format gif/jpeg
SOCIAL MEDIA: R1880 Per post.
Instagram Poll, Reel, Takeover, Gif, Post, Video,
Instagram Story Twitter Poll, Gif, Post, Video
Facebook Reel, Takeover, Gif, Post, Video, Facebook
Story

****No cancellation of digital advertisement will be accepted three weeks before month end.***

CPM
R400
R400
R400

CPM
R8800.00 PER DAY

BESPOKE CAMPAIGNS | R16 600.00 - perpetuity

This customized solution comprises of an interactive microsite (Digital), which is developed and hosted on ***knownmagazine.africa***

INTERACTIVE CAMPAIGNS | R20 000.00 - perpetuity

Subject to client brief, activity mechanics, production requirements and editorial approval

COMPETITIONS | R8 000.00

NATIVE ARTICLE SERIES (4)| R10 200.00

Subject to client brief, activity mechanics, production requirements and editorial approval

SURVEY | R8 000.00

MAILERS

Dedicated mailer Click to client site per subscriber R0.90
Click to ***knownmagazine.africa*** per subscriber R0.60

WEEKLY NEWSLETTER INCLUSION

Inclusion click to client site per subscriber:
R0.50 Click to ***knownmagazine.africa*** per subscriber
R0.30 **NEWSLETTER BANNER** Cost per subscriber R0.40



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FLIPBOOK Rate CARD

INSIDE ADVERTS	RATE (R)	COMPETITIONS, SERVEYS & SOCIAL	RATE (R)
Full Page	R5500	Full Page with images and links	R8000
Double-page spread	R12500	Surveys and Polls	R8000
Two-thirds page	R4700	Social Media Mention (Organic)	R1880 / post on all platforms
Half page	R3700	Social Media Mention (Paid)	R3700 / post on all platforms
One-third page	R2200	Stream live on our TikTok/Known TV	From R15200 / 3 hours
Quarter page	R3800	Quarter page	R3800
Advertorial full page	R7700	Advertorial full page	R7700
PRIME POSITION	RATE (R)		
Outside back page	R10500		
Contents	R9900		
First right-hand page	R8200		
Opposite masthead	R8000		
Opposite editor's letter	R9800		
Current Affairs Page	R8400		
Inside back cover	R10500		
DOUBLE-PAGE SPREAD			
FULL COLOUR	RATE (R)		
First spread	R13000		
Second spread	R11500		
Third spread	R11500		
INSERTS	RATE PER THOUSAND (R)		
Bound-in	R790		
Loose	R960		

PR Packages

Our packages Include Social & Google Ad spend to reach a more targeted and wider audience:

Choose from the following placements:

1. Cover Story : R25, 500.00 (Projected Reach: 102754/<. Projected Engagement: 85000/<)

- Cover feature with full social media coverage (Feed & Stories) 4-6 pages with images
- 30sec - 1 min promotional video placement on the website/Advertorial and on social media
- Full Digital on the website (with social promotion)
- Brand Profile on the website with images

2. Profile Feature : R15, 500 (Projected Reach: 74600/<. Projected Engagement: 45000/<)

- Profile feature with social media coverage & Promotion (Feed and Stories) 1 - 2 pages with images
- Feature on the website with images
- Brand Profile on the website with images

3. Profile Feature: R11, 500 (Projected Reach: 83500/<. Projected Engagement: 32000/<)

- Profile feature with 1 social coverage post (Feed and Stories) 1 page with 1 image
- Social Promotion



Known Magazine is published by:



SIBIZI MEDIA
WE BUILD MEANINGFUL CONNECTIONS

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Known Magazine SA