



News, Views
and Guides
for Africans
in Germany

*Always up to date
in the areas of
Online & Social Media*

MEDIA DATA

Valid from December 2021

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consulting

About AfroNews

AfroNews.de is an online medium with the latest news, information and guidelines for Africans living in Germany. It is a social, legal and cultural point of reference for people of African origin who live in Germany and are looking for solutions to common problems.

AfroNews.de promotes activities of African communities in Germany and celebrates the successes and outstanding achievements of the community members, for instance in the context of the African Community in Germany Awards.

Stephen Ogongo, Editor of AfroNews has received several awards and recognitions for the newspaper role in serving African communities in Europe. They include: Journalism Merit Award: Best Community Newspaper: BEFFTA Awards, UK; Best African Journalist: African Europe Multiple Yearly Awards, Spain; Media and Communication Award: African Achievers Awards, UK; The Voice Achievers Awards: Netherlands and more.

Key Facts



Publisher

New German Media Ltd.
A publisher of numerous
media for migrants in
European countries,
since 2000.



Target Group

About 870.000 people of
the African Diaspora in
Germany.



Media

Online
(www.afronews.de)
Social Media
(facebook.com/afronews.de)



Language

English – We speak the
language of the
advertised target group.



Highlights

±32.000 Sessions
42.593 Follower
±51.000 Pageviews
±149.000 Reach

Current Numbers ONLINE

WEB

Sessions	34.607
Pageviews	55.765
User	24.206
Duration/Session	00:02:11
Pages/Session	1.61
Sessions per User	1.43
Website	www.afronews.de

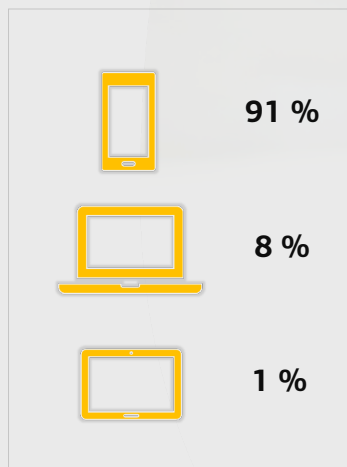
Month / October 2021

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Current Numbers **ONLINE**

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Devices

North Rhine-Westphalia	21 %
Baden-Wuerttemberg	18 %
Bavaria	13 %
Berlin	12 %
Hesse	11 %
Hamburg	7 %
Lower Saxony	6 %
Schleswig-Holstein	3 %
Rhineland-Palatinate	2 %
Saxony	2 %

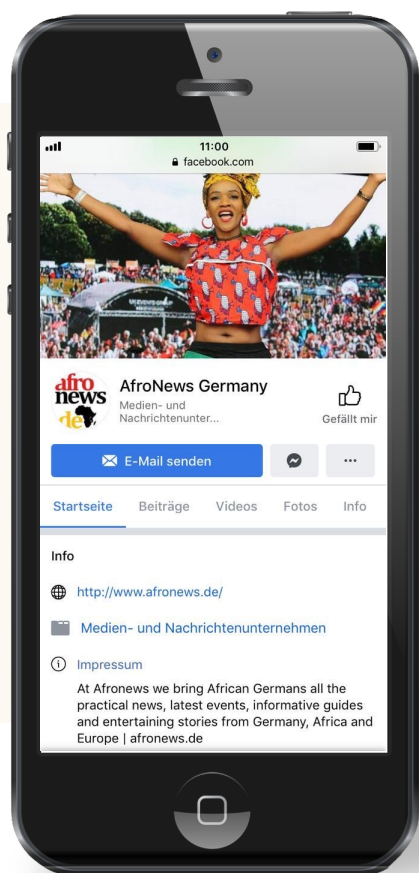
REGION

Ø 2021

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Current Numbers SOCIAL MEDIA

FACEBOOK



Follower

42.593 / Dec. 2021

Reach

157.172 / 28 Days

Post Interaction

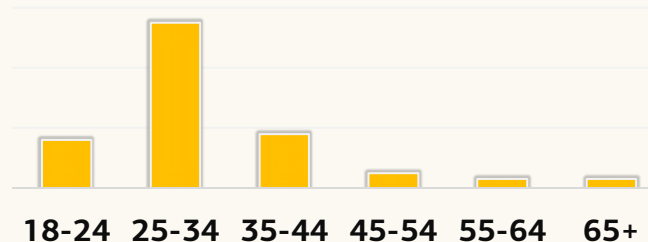
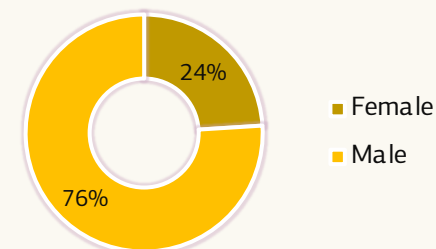
21.554 / 28 Days

Pages-Likes

41.966 / Dec. 2021

Page

facebook.com/afronews.de



24.10.2021 - 20.11.2021

Prices & Formats

Online & Social Media



Banner	Size	Position	Mobile Format	Mobile Size	Prices (per Month)	3 Months 10%	6 Months 20%	12 Months 30%
Leaderboard	728 x 90	Top of Page	Mobile Leaderboard	320 x 50	1.440 €	1.296 €	1.152 €	1.008 €
Large Leaderboard	970 x 90	Top of Page	Large Mobile Banner	320 x 100	1.600 €	1.440 €	1.280 €	1.120 €
Medium Rectangle	300 x 250	Sidebar	Mobile Banner	320 x 50	864 €	777 €	691 €	605 €
Medium Square	300 x 300	Sidebar	Mobile Banner	320 x 50	964 €	867 €	771 €	675 €
Half Page	300 x 600	Sidebar	Mobile Rectangle	300 x 250	1.296 €	1.166 €	1.037 €	907 €
Large In-Article Rectangle	660 x 140	Under Headline	Large Mobile Banner	320 x 100	1.296 €	1.166 €	1.037 €	907 €
Medium In-Article Rectangle	660 x 220	In Article	Mobile Square	300 x 300	997 €	897 €	798 €	698 €
In Article Banner	468 x 60	In Article	Mobile Banner	320 x 50	767 €	690 €	613 €	537 €
Skin		Outside Margins	Large Mobile Banner	320 x 100	2.592 €	2.333 €	2.074 €	1.814 €
Special Positions								
Video Ad			Under Menu		0,01 €	per View		0,00 €
Native Video			Facebook		0,02 €	per View		0,02 €
Native Post			Facebook		0,25 €	per Click*		
Sponsored Article			Web+2 FB-Posts		600 €	per Article**		

Prices do not include VAT

*= 200 € x 800 clicks

** No number of clicks guaranteed

Other formats are possible on request



Directly Reach Intercultural Target Groups in Germany



Intercultural Marketing

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