

**gbw.**digital<sup>®</sup>  
expect more

# GBW Digital manages one of the fastest-growing publisher networks in South Africa and parts of greater Africa.

We aim to onboard only the best Publishers with quality content and engaged users spanning the globe, providing a single point of access for Agencies and Advertisers.

Inventory Available For

**Direct Advertising**

**Programmatic Guaranteed**

**Preferred Deals**

**Sponsored Content Marketing**

**10m+**

Unique Browsers

**40m+**

Total Pageviews

**230m+**

Total Impressions



# Top Publishers



The Star

3.80 million Unique Browsers

122.84 million Monthly Impressions

Top Geos

Kenya, South Africa, Tanzania, United States, Germany, United Kingdom

1.11m Avid News Readers

1.06m Cooking Enthusiasts

0.96m Beauty & Wellness Enthusiasts

0.82m Sports & Fitness Fans

0.80m Green Living Enthusiasts

0.73m Travel Buffs



JunkMail

0.86 million Unique Browsers

27.36 million Monthly Impressions

Top Geos

South Africa, United Kingdom, Zimbabwe, United States, Mozambique, Botswana

0.24m Cooking Enthusiasts

0.16m Value Shoppers

0.15m Outdoor Enthusiasts

0.15m DIY Enthusiasts

0.14m Green Living Enthusiasts

0.14m Shopaholics



Mpasho

1.30 million Unique Browsers

19.71 million Monthly Impressions

Top Geos

Kenya, United States, Germany, United Kingdom, United Arab Emirates, Qatar

0.82m Fashionistas

0.38m Avid News Readers

0.33m Cooking Enthusiasts

0.25m Sports & Fitness Fans

0.24m Green Living Enthusiasts

0.23m Entertainment News Enthusiasts



Mail & Guardian

2.02 million Unique Browsers

7.67 million Monthly Impressions

Top Geos

South Africa, United States, United Kingdom, Australia, Canada, Zimbabwe

0.53m Cooking Enthusiasts

0.40m Beauty & Wellness Enthusiasts

0.37m Avid News Readers

0.36m Value Shoppers

0.34m Green Living Enthusiasts

0.33m Sports Fans

## HQ in South Africa



### IGN Africa

0.58 million Unique Browsers  
1.37 million Pageviews  
3.48 million Impressions

Top Geos: South Africa, United States, Nigeria, Kenya, United Kingdom, Canada

Affinities: 0.10m Movie Lovers, 0.09m Value Shoppers, 0.09m Technophiles



### AutoMart

0.36 million Unique Browsers  
0.32 million Pageviews  
0.43 million Impressions

Top Geos: South Africa, Zimbabwe, United States, Mozambique, Zambia, Botswana

Affinities: 0.11m Cooking Enthusiasts, 0.08m Auto Enthusiasts, 0.08m Value Shoppers

## HQ in South Africa



### JobMail

0.15 million Unique Browsers  
1.03 million Pageviews  
4.09 million Impressions

Top Geos: South Africa, United States, Zimbabwe, Zambia, Botswana, Namibia

Affinities: 0.05m Cooking Enthusiasts, 0.04m Beauty Mavens, 0.03m Fashionistas

# Rest of the Publishers

## HQ in Kenya



### Radio Jambo

0.86 million Unique Browsers  
1.70 million Pageviews  
8.31 million Impressions

Top Geos: Kenya, Tanzania, Saudi Arabia, United States, Qatar, Germany

Affinities: 0.32m Beauty Mavens, 0.23m Cooking Enthusiasts, 0.20m Avid News Readers



### Kiss100

0.26 million Unique Browsers  
0.37 million Pageviews  
0.77 million Impressions

Top Geos: Kenya, United States, Germany, United Kingdom, Qatar, United Arab Emirates

Affinities: 0.22m Beauty & Wellness Enthusiasts, 0.09m Avid News Readers, 0.06m Luxury Shoppers

# Rest of the Publishers (Continued)

## HQ in Nigeria



### Premium Times

2.17 million Unique Browsers  
5.12 million Pageviews  
30.6 million Impressions

Top Geos: Nigeria, United States, United Kingdom, Canada,  
Germany, South Africa

Affinities:  
0.87m Avid News Readers, 0.41m Sports Fans,  
0.32m Cooking Enthusiasts

we're growing, watch this space...

**Get in touch with us to  
discuss custom packages &  
possible discounted rates**

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