

# AfterSchoolAfrica

Opportunity intelligence for ambitious Africans

## Media Kit

### 2026

Reach a focused audience of students, graduates, young professionals, and opportunity-seekers across Africa.

#### **Best for**

Scholarships • universities • fellowships • grants • competitions • youth programs  
edtech • student finance • international education • career opportunities

**AUDIENCE FIT**

# Why advertise with AfterSchoolAfrica?

AfterSchoolAfrica helps young Africans discover scholarships, fellowships, grants, competitions, conferences, training opportunities, study abroad pathways, and career-building programs. The audience is not browsing casually; they arrive with high intent: to find and act on opportunities that can change their education, career, and income trajectory.

**175k+**

email subscribers

**246,715**recent top-market web  
traffic export**76%**

audience age 18-34

**52.7%**

female audience share

Core promise: put your program in front of people actively looking for education, funding, international opportunities, and professional growth.

Ideal advertisers: universities, scholarship providers, international education agencies, youth-development organizations, NGOs, edtech companies, funders, recruiters, student-finance providers, and competition/fellowship organizers.

## Positioning summary

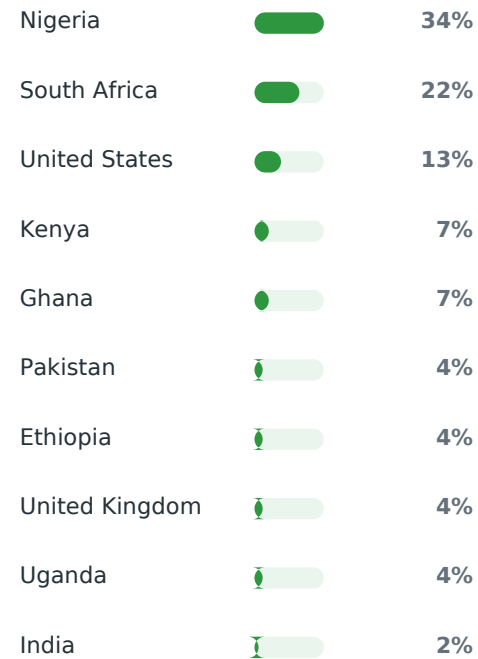
ASA is strongest for campaigns where the audience has a clear next action: apply, register, attend, submit, request information, or meet a deadline. The kit should therefore sell not just impressions, but relevance, timing, and intent.

CURRENT REACH

# Audience geography

The current statistics export shows strong reach in Nigeria, South Africa, the United States, Kenya, Ghana, and other opportunity-seeking markets. This is useful for advertisers targeting African students and professionals both on the continent and in diaspora pathways.

| Country        | Export count | Share |
|----------------|--------------|-------|
| Nigeria        | 83,037       | 34%   |
| South Africa   | 54,778       | 22%   |
| United States  | 31,685       | 13%   |
| Kenya          | 17,518       | 7%    |
| Ghana          | 17,510       | 7%    |
| Pakistan       | 9,982        | 4%    |
| Ethiopia       | 9,498        | 4%    |
| United Kingdom | 8,890        | 4%    |
| Uganda         | 8,636        | 4%    |
| India          | 5,181        | 2%    |



Top 10 country total in the export: 246,715. Nigeria leads at 34%, followed by South Africa at 22% and the United States at 13%.

DEMOGRAPHICS

# Audience profile

ASA reaches a balanced gender audience and a heavily youth-and-early-career demographic, which is exactly where education, scholarship, training, and career opportunity campaigns perform best.

| Segment | Share  |
|---------|--------|
| 18-24   | 43%    |
| 25-34   | 33%    |
| 35-44   | 10%    |
| 45-54   | 8%     |
| 55-64   | 3%     |
| 65+     | 3%     |
| Female  | 52.70% |
| Male    | 47.30% |



**52.7%**

female audience share

**47.3%**

male audience share

Planning implication: campaigns should use clear opportunity value, eligibility, deadline, and application action. This audience responds best when the next step is specific and immediate.

EMAIL REACH

# Newsletter performance

Email is still the strongest direct-response channel in the ASA ecosystem. The list is large, targeted, and opportunity-seeking, making it suitable for campaign launches, deadline reminders, admissions pushes, fellowship calls, scholarship promotions, and funded program awareness.

|   |  |  |  |
|---|--|--|--|
| <p><b>175,756</b></p> <p>average recipients</p> | <p><b>11.88%</b></p> <p>unique open rate</p> | <p><b>0.91%</b></p> <p>unique click rate</p> | <p><b>~1,600</b></p> <p>actual unique clicks</p> |
|---|--|--|--|

| Campaign recipients | Unique opens | Actual unique clicks | Open rate | Click rate |
|---------------------|--------------|----------------------|-----------|------------|
| 175,560             | 17,439       | 1,507                | 9.93%     | 0.86%      |
| 175,593             | 19,961       | 1,606                | 11.37%    | 0.91%      |
| 175,852             | 27,872       | 2,036                | 15.85%    | 1.16%      |
| 176,021             | 18,276       | 1,239                | 10.38%    | 0.70%      |
| Average             | ~20,887      | ~1,597               | 11.88%    | 0.91%      |

Recommended use: one dedicated email for launch visibility; two-touch email sequence for deadline-driven campaigns; combine with sponsored article for SEO and long-tail discovery.

## RATE CARD

# Advertising options and rates

These options can be sold individually or combined into simple campaign bundles. Pricing below reflects the current statistics export.

| Product                        | Best use  | Current rate       |
|--------------------------------|---|--------------------|
| Dedicated newsletter           | Fast reach to targeted subscribers; launch or deadline push   | \$900 / newsletter |
| Sponsored article / guest post | Evergreen awareness, SEO benefit, explanation-heavy campaigns | \$170 / post       |
| Link insertion                 | Authority/context placement inside relevant existing content  | \$150 / link       |
| Homepage header banner         | High-visibility awareness across entry traffic                | \$1,070 / month    |
| Page sidebar banner            | Lower-cost display visibility on relevant pages               | \$450 / month      |

## Simple selling logic

Use newsletter for direct response, sponsored article for explanation and evergreen discovery, banners for visibility, and link insertion for context inside relevant existing content.

## CAMPAIGN BUNDLES

## Suggested combinations

| Bundle          | Includes   | Why it works   | Rate    |
|-----------------|--|--|---------|
| Launch Boost    | 1 newsletter + 1 sponsored article                         | Email gives immediate reach; article gives a permanent landing asset   | \$1,000 |
| Awareness Month | Homepage header + sponsored article                        | Keeps the campaign visible while explaining the opportunity in detail  | \$1,140 |
| Full Funnel     | Newsletter + homepage header + sidebar + sponsored article | Combines direct response, site-wide visibility, and evergreen content  | \$2,390 |
| Deadline Push   | 2 newsletters + sponsored article                          | Best for scholarship, admissions, competition, or fellowship deadlines | \$1,870 |

## HOW TO GET RESULTS

## Campaign fit and execution guide

ASA works best when advertisers provide a clear, useful opportunity for the audience. The stronger the fit, the better the campaign outcome.

| Strong fit  | Less ideal   |
|---|--|
| Scholarships, fellowships, grants, paid internships, competitions, student finance, study abroad programs, career training, youth events, funded exchange programs. | Generic consumer products, broad brand awareness with no student/youth relevance, vague offers, low-trust investment schemes, or programs without clear eligibility and application steps. |

## Recommended advertiser assets

- Objective: applications, sign-ups, awareness, webinar attendance, leads, or deadline reminder.
- Landing page: eligibility, deadline, fees, benefits, and application process.

- Creative: banner sizes, logo, short description, long description, CTA, compliance notes.
- Timing: preferred campaign dates and reporting expectations.

**BRAND PROOF**

# About AfterSchoolAfrica

AfterSchoolAfrica was founded to help Africans discover life-changing education and development opportunities. The platform has historically served millions of annual website visitors and has worked with recognizable education, media, technology, and opportunity-focused partners.

Legacy client proof from the previous media kit includes Microsoft, Deutsche Welle, TopUniversities, Mpower Financing, Prodigy Finance, Sqore, RelServe and others.

## Legacy client proof

Microsoft

Deutsche Welle

TopUniversities

Mpower Financing

Prodigy Finance

Sqore

RelServe

## Reporting options

Standard reporting includes publication link, newsletter send confirmation, recipient count, open rate, click rate, and available website-placement metrics. For bundled campaigns, campaign reporting should be consolidated into one short post-campaign note.

| Contact item     | Details  |
|------------------|--|
| Email            | <a href="mailto:publish@afterschoolafrica.com">publish@afterschoolafrica.com</a> |
| Homepage         | <a href="http://www.afterschoolafrica.com">www.afterschoolafrica.com</a>         |
| Phone / WhatsApp | +234 818 445 0903  |
| Address          | 40 Ogunlana Drive, Surulere, Lagos, 101283 Nigeria                               |

## Ready to reach opportunity-seeking Africans?

Send campaign details to [publish@afterschoolafrica.com](mailto:publish@afterschoolafrica.com)