

Bang!

MAGAZINE

OUR MISSION

**TO EMPOWER &
SERVE WOMEN
DEEPLY**

RELATE:
DEMOGRAPHIC
PROFILE

**A GUIDE TO AD
CALENDER &
CLOSING DATES**

BONUS RATE CARD

**EXTRA
MARKETING
OPPORTUNITIES**



2021/2022 MEDIA KIT

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www.bangmagazine.co.tz

RATE CARD: TO ADVERTISERS & MEDIA AGENCIES

www.bangmagazine.co.tz

bangmagazine



DEMOGRAPHIC PROFILE

ON LINE

1	Average monthly unique visitors (bangmagazine.co.tz)-	25,000
2	Average monthly page views	60,000
3	Average visitor on Mpaper App- download Bang! Magazine	200
4	Average monthly instagram followers	8000
	Average monthly readers (Print)	10,000 people

AGE DIGITAL PRINT

18 - 34	33Percent	22 %
35 -44	17 Percent	43 %
Median Age	35 yrs old	49

HOUSEHOLD INCOME in percent

\$60,000+ .	65	40
\$75,000+	61	33
\$100,000+	46	22

Median House Hold Income:

EDUCATION

College Grad/Post Grad	46%
Any College	54%

EMPLOYMENT

Employed (Full/Part Time)	55%
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HOME OWNERSHIP

Own Home (Primary)	35%
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MARITAL STATUS

Married	30%
Single	40%

CHILDREN

Any Children	30%
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BANG MAGAZINE

Bang! Magazine is the boutique specialized magazine dedicated to the professional woman. It is a print and online magazine with articles to help a woman balance between their busy careers, parenting, managing relationships, spiritual growth, advancing in business and living a healthy balanced life.

OUR CIRCULATIONS

- 1 Shopperz SuperMarkets -500pc
- 2 TSN Supermarket -150 pc
- 3 Nkwabi Supermarket
- 4 Nsanga Supermarket
- 5 Jambo Supermarkey
6. Airport

Book Stores

- 46 MAK BOOK stores Oysterbay
- 48 Elite book store- Palm village
- 50 Novel Idea- Sleep way
- 52 City centre book shop
- 54 Recipies: One pot meals for weight loss
- 59 Dining: Navigate your next buffet like a pro

Regions we circulate

- 17 Dar es salaam
- 19 Mwanza
- 20 Arusha
- 60 Dodoma

boardroom: The story of karen meela.

POWERFUL CIRCULATION:

We circulate: **5000 Copies**
 Subscriptions: **10%**
 Single Copy Sales: **80%**
 Cover Price: TZS **10,000**

We are boasting to have lasted

15

Years in print media

No other magazine in Tanzania covers the latest trends in fashion, accessories, cars, tech, décor, design, travel, food, wine and all that women need to know like Bang! Magazine.



RATES



NATIONAL RATES

Inside cover Double page	: TZS 2,000,000
Outside Back cover	: TZS 3,000,000
Inside Front cover	: TZS 1,800,000
Inside back cover	: TZS 1,800,000
Full page	: TZS 1,500,000
1/2 Page	: TZS 900,000
1/3 page	: TZS 700,000
1/4 Page	: TZS 450,000
Bottom strip	: TZS 300,000
Classified	: TZS 200,000

On the website-

Front page Top bar	TZS 500,000
- Front pages -Side bars	TZS 300,000

On website- 2nd page side bars TZS 200,000

On Website bottom bars TZS 150,000

INTERNATIONAL RATES

Inside cover Double page	: \$ 1500
Outside Back cover	: \$ 2000
Inside Front cover	: \$ 1200
Inside back cover	: \$ 1200
Full page	: \$ 1000
1/2 Page	: \$ 500
1/3 page	: \$ 350
1/4 Page	: \$ 250
Bottom strip	: \$ 200
Classified	: \$ 150

On the website-

Front page Top bar	\$ 300
- Front pages -Side bars	\$ 200
On website- 2nd page side bars	\$ 100
On Website bottom bars	\$ 100

Bang! Magazine offers a full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence what millions of women must have now.

For more information, please contact your Bang! Magazine CEO

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bang! Marketing Outcome

Innovation. & Creativity. :Our company will come up with better and innovative way to engage with your customers through our platforms and more.

Own the highest profile editorial features :
Work with our creative team to bring about high profile editorial features that will last centuries through our publication.

Deliver your message across Tanzania with our high impact creative options

Partner with us through our events and gain enough coverage of your brands..

Build brand impact across platforms: Create an integrated sponsorship package that connects with your target consumers,

Bang! MAGAZINE



OUR MISSION

SERVE
WOMEN,
DEEPLY

Bang!

MAGAZINE

NEW
ISSUE
OUT
NOW!



Get your copy
at your nearest supermarket
and book stores in Dar es salaam

Material Specificatin

PAGE SPREAD,,,,,,,,	SIZE
FULL PAGE.....	Trim: 270 x 420 mm, Bleed: 276 x 426 mm, Type: 242 x 384 mm
1/2 PAGE HORIZONTAL	Trim: 270 x 210 mm, Bleed: 276 x 216 mm, Type: 242 x 186 mm
1/2 PAGE VERTICAL	Trim: 118 x 186 mm
1/3 PAGE HORIZONTAL	Trim: 242 x 91 mm
1/3 PAGE VERTICAL	Trim: 80x 186mm
1/4 PAGE HORIZONTAL.....	Trim: 242 x 59mm
BOTTOM STRIP	Trim: 118 x 91 mm
	Trim: 185 x 22 mm

Technical Data

DOUBLE-PAGE :Trim size: 210X 470mm Print area: 190X450mm 5mm
FULL-PAGE Trim: 210X275mm Type: 190X250mm 5mm all round bleed
HALF-PAGE HORIZONTAL Trim: 70X275 mm Type: 70X250mm
HALF-PAGE VERTICAL :Trim: 210X60mm Type: 190X60mm 5mm bleed
QUARTER-PAGE VERTICAL :Trim: 140x100mm Type: 125x90mm
BOTTOM STRIP :275x70mm





OUR EVENTS & PROJECTS

Bang!
MAGAZINE

Wellness
retreats

Bang!
TV

Bang! Magazine
Mentoring Walks

Bang! Magazine
Fashion Festivals

Bang!
Studios

Bang! Magazine
Entrepreneur
Summit

BANG! MAGAZINE
BOOK CLUB

Bang! magazine
Cooking Club