



ADVERTISING RATE CARD

2025 / 2026

East Africa's trusted multimedia business intelligence platform.

All rates in Kenya Shillings (KES), exclusive of 16% VAT.

info@khusoko.com | +254 734 024 856 | khusoko.com

Why Khusoko Rates Represent Exceptional Value

Our rates are benchmarked against the East African digital media landscape using a structured competitive analysis. Each of Porter's Five Forces informs our positioning to ensure advertisers receive maximum value.

Force 01 Competitive Rivalry [HIGH INTENSITY]

Khusoko competes with Business Daily, The Standard Digital, Nation.Africa, and The EastAfrican. Most charge CPM rates of USD 1.40 -- 3.00 per 1,000 impressions and sponsored article fees starting at KES 80,000.

Pricing Response: Khusoko's pricing sits below mass-market incumbents but commands a premium niche audience — more cost-effective for B2B and SME advertisers.

Force 02 Threat of New Entrants [MODERATE]

Digital-native news platforms continue to emerge in East Africa. However, Khusoko's 6+ year track record, journalist credibility, and SEO authority create real barriers. Advertisers prefer established platforms with proven audience trust.

Pricing Response: Khusoko's legacy and editorial associations justify a credibility premium over emerging digital blogs.

Force 03 Supplier Bargaining Power [LOW]

Khusoko controls its editorial team and ad inventory end-to-end. Ad tech infrastructure (Google Ad Manager, programmatic networks) provides flexible delivery without heavy vendor dependency.

Pricing Response: Low supplier dependency enables competitive, stable pricing with no unexpected cost pass-throughs.

Force 04 Customer Bargaining Power [MODERATE]

Corporates and development partners often solicit multiple media proposals. However, Khusoko's specialist East African B2B audience limits direct substitution. Multi-month discounts reward commitment and reduce churn.

Pricing Response: Tiered packages and 10–20% long-term discounts offered to retain and grow retainer clients.

Force 05 Threat of Substitutes [HIGH]

Advertisers can turn to Facebook (CPM KES 150–400), LinkedIn (KES 500–900 per 1,000 impressions), Google Display Network, WhatsApp broadcasts, or influencer marketing. These offer scale but lack Khusoko's editorial authority and professional B2B context.

Pricing Response: Khusoko rates are calibrated to be competitive with LinkedIn's premium B2B CPMs — offering comparable audience quality at lower costs for the East African market.

WHO YOU'RE REACHING



East Africa's Business Community — In One Place

Khusoko's audience is East Africa's most engaged community of business professionals, entrepreneurs, investors, and policy influencers, spanning Kenya, Uganda, Tanzania, Rwanda, and Ethiopia.

PLATFORM	AUDIENCE / REACH
Website (khusoko.com)	Business professionals, policymakers, entrepreneurs — Kenya & East Africa
LinkedIn	7,300+ followers — C-suite, finance, tech, policy professionals
X (Twitter)	Engaged business & news audience, real-time commentary
Instagram	Lifestyle, entrepreneurship, and brand-conscious professionals
YouTube	Long-form interviews, event coverage, documentary-style content
WhatsApp Channel	Direct broadcast to opted-in subscribers
TikTok	Emerging business & entrepreneurship audience

Audience Profile

SEGMENT	DESCRIPTION
Decision Makers	Business owners, founders, CEOs, CFOs, and C-suite executives
Finance & Investment	Banking professionals, investors, analysts, and fund managers
Policy & Government	Policymakers, regulators, ministry officials, and public servants
Development Sector	NGO professionals, development partners, and aid workers
Technology	Startup founders, engineers, product managers, and tech investors
Academia	Researchers, lecturers, PhD candidates, and think-tank fellows
Demographics	Urban professionals aged 25–50, English-speaking, digitally active

Editorial Coverage Verticals

Business & Finance · Economy & Policy · Technology · Entrepreneurship & Startups · Agriculture & Food Systems · Health & Wellness · Property & Real Estate · Sustainability (Khusoko Green Ledger) · Arts, Culture & Lifestyle

Website Display Advertising

All rates in KES per calendar month unless stated. Exclusive of 16% VAT. Minimum booking: 1 month.

PLACEMENT	DIMENSIONS	DURATION	RATE (KES)
Homepage Hero Banner ★ PREMIUM	970 × 250 px	Per month	120,000
Homepage Leaderboard	728 × 90 px	Per month	95,000
Category Takeover EXCLUSIVE	All placements in one section	Per month	180,000
Article Page Leaderboard	728 × 90 px	Per month	65,000
Sidebar Rectangle — Homepage	300 × 250 px	Per month	55,000
Sidebar Rectangle — Article	300 × 250 px	Per month	45,000
In-Article Banner	300 × 600 px	Per month	50,000
Mobile Sticky Banner NEW	320 × 50 px	Per month	40,000
Interscroller / Interstitial	Full screen	Per month	75,000

Programmatic / CPM Rates

FORMAT	PLACEMENT	UNIT	RATE (KES)
Standard Banner	Run of Site	Per 1,000 impressions	180
Leaderboard	Homepage / Article	Per 1,000 impressions	200
Video / Rich Media	In-article autoplay	Per 1,000 impressions	320

Editorial & Content Marketing

Sponsored content is clearly labelled per editorial standards. Khusoko reserves the right to edit for accuracy and brand guidelines.

CONTENT TYPE	DETAILS	TURNAROUND	RATE (KES)
Sponsored Article (Client-written)	Published with 'Sponsored' label, client provides copy	2 business days	45,000
Sponsored Article (Khusoko-written) INCL. RESEARCH	Researched and written by Khusoko editorial team	5 business days	85,000
Interview Feature	In-depth Q&A or profile; includes interview coordination	7 business days	110,000
Thought Leadership Column	Monthly column bylined to client executive	Ongoing (monthly)	60,000 /mo
Infographic / Data Story	Branded, designed by Khusoko, published as article	5 business days	55,000
Press Release Distribution	Published on khusoko.com, lightly edited if needed	1 business day	25,000
Article Backlinking	Contextual backlink in existing editorial content	2 business days	20,000
Content Series (4 articles/month) VALUE	Khusoko-written thematic series; client has final review	Monthly	280,000 /mo

Social Media Promotion

PLATFORM & FORMAT	DELIVERABLE	UNIT	RATE (KES)
X (Twitter) — Sponsored Post	1 dedicated tweet + 3 retweets	Per post	18,000
X (Twitter) — Campaign Package	5 tweets over 2 weeks + 1 pinned tweet	Per campaign	65,000
LinkedIn — Sponsored Post	1 dedicated post targeting business professionals	Per post	22,000
Instagram — Post or Reel	1 branded post or 30–60 sec reel with caption	Per post	20,000
Facebook — Sponsored Post	Post + KES 5,000 boost budget included	Per post	25,000
WhatsApp Channel Broadcast NEW	1 broadcast to Khusoko's WhatsApp subscribers	Per broadcast	15,000
Cross-Platform Bundle BUNDLE	X + LinkedIn + Instagram — 2 posts each + 2-wk banner	Per campaign	110,000
Monthly Social Retainer	8 posts/month across 3 platforms + analytics report	Per month	150,000

Video, Podcast & Event Sponsorship

Video, TikTok & Podcast

FORMAT	DETAILS	UNIT	RATE (KES)
TikTok — Produced by Khusoko	Script, shoot & edit by Khusoko team; 60–90 secs	Per video	65,000
YouTube — Sponsored Video (Client)	Upload & promote; thumbnail + description optimised	Per video	35,000
YouTube — Video Interview Feature	Produced interview; published on YouTube + embedded in article	Per video	85,000
Podcast — Branded Mentions	3 branded mentions per episode	Per episode	30,000
Podcast — Episode Sponsorship	Exclusive sponsor: intro + outro + mid-roll mention	Per episode	55,000

Email & Newsletter

FORMAT	DETAILS	UNIT	RATE (KES)
Newsletter Banner Ad	Logo + tagline + link in Khusoko's weekly newsletter	Per issue	20,000
Dedicated Newsletter Feature	Brand spotlight (150 words + image) in newsletter	Per issue	35,000
Sponsored Newsletter (Full Edition)	Brand sponsors entire issue — header + closing CTA	Per issue	70,000

Event Sponsorship & Partnerships

PACKAGE	DELIVERABLES	UNIT	RATE (KES)
Media Partner — Event Coverage	2 articles + 5 social posts covering your event	Per event	80,000
Event Sponsor (Khusoko-hosted)	Logo on all materials + social mentions + speaking slot	Per event	250,000
Livestream Coverage	Khusoko crew streams your event live across platforms (up to 3 hrs)	Per event	180,000
Annual Content Partnership PREMIUM	Year-long content + ad + social package + dedicated account manager	Per year	From 1,200,000

BUNDLED SOLUTIONS

Advertising Packages

Pre-built packages combine website, content, and social reach for maximum impact — saving up to 20% vs. individual placements.

FOR SMES & STARTUPS	FOR GROWING BRANDS	★ MOST POPULAR	FOR CORPORATES
Starter KES 55,000 per month	Growth KES 130,000 per month	Authority KES 280,000 per month	Titan Custom annual partnership
<ul style="list-style-type: none"> ✓ 1 Sponsored article (client-written) ✓ 1 Sidebar banner (article page) ✓ 2 Social posts (X + LinkedIn) ✓ 1 Press release upload ✓ Monthly performance report 	<ul style="list-style-type: none"> ✓ 1 Khusoko-written sponsored article ✓ Homepage sidebar banner ✓ 4 Social posts (X, LinkedIn, Instagram) ✓ 1 Newsletter banner ad ✓ 1 Branded infographic ✓ Monthly analytics report 	<ul style="list-style-type: none"> ✓ 2 Khusoko-written articles + 1 interview ✓ Homepage leaderboard + article sidebar ✓ 8 Social posts across all platforms ✓ 1 Dedicated newsletter feature ✓ WhatsApp channel broadcast ✓ 1 TikTok / YouTube video ✓ Dedicated account manager ✓ Full performance analytics 	<ul style="list-style-type: none"> ✓ Full content series (4 articles/month) ✓ Category exclusivity takeover ✓ Event media partnership included ✓ Sponsored newsletter — monthly ✓ Video interview feature — quarterly ✓ Priority editorial access ✓ Co-branded research outputs ✓ Annual Impact Report

Multi-Booking Discounts

COMMITMENT PERIOD	DISCOUNT	APPLIES TO
3-month booking	10% off total	All packages and individual placements
6-month booking	15% off total	All packages and individual placements
Annual booking (12 months)	20% off total	All packages and individual placements
NGO / Academic pricing	On request	Available for qualifying organisations

Terms & Conditions

General Terms

TERM	DETAIL
VAT	All rates quoted exclusive of 16% VAT (where applicable)
Validity	Rates valid January 2025 – December 2026
Rate Changes	Subject to revision with 30 days' written notice
Minimum Booking	1 calendar month for all banner placements
Refunds	Content placements are non-refundable once live
Editorial Discretion	Khusoko reserves right to decline or edit sponsored content

Payment

ITEM	DETAIL
Payment Due	Within 14 days of invoice date
Accepted Methods	M-PESA, Bank Transfer, Cheque

Creative Requirements

REQUIREMENT	SPECIFICATION
Asset Delivery	3 business days before campaign go-live date
Accepted Formats	JPEG, PNG, GIF, MP4, HTML5
Max File Size	500 KB (static) / 2 MB (animated / video)
Article Length	400–800 words preferred for sponsored articles
Approval	All creative subject to Khusoko team final approval

Reporting & Delivery

ITEM	DETAIL
Performance Reports	Monthly report for all active campaigns
Report Metrics	Impressions, clicks, CTR, engagement rate
Content Longevity	Sponsored articles remain live on khusoko.com indefinitely
Make-Goods	Offered where delivery falls below 80% of guaranteed impressions
Account Management	Dedicated contact for Authority and Titan clients

Ready to Reach East Africa's Business Community?

Our team is ready to build a custom solution for your brand or campaign.

Email: info@khusoko.com | Phone / WhatsApp: +254 734 024 856 | Web: khusoko.com