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 I **khusoko.com**

PRICING STRATEGY RATIONALE

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

RATE CARD — SECTION 1 OF 3

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**

RATE CARD — SECTION 2 OF 3

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**

RATE CARD — SECTION 3 OF 3

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

Starter

KES 55,000

per month

- ✓ 1 Sponsored article (client-written)
- ✓ 1 Sidebar banner (article page)
- ✓ 2 Social posts (X + LinkedIn)
- ✓ 1 Press release upload
- ✓ Monthly performance report

FOR GROWING BRANDS

Growth

KES 130,000

per month

- ✓ 1 Khusoko-written sponsored article
- ✓ Homepage sidebar banner
- ✓ 4 Social posts (X, LinkedIn, Instagram)
- ✓ 1 Newsletter banner ad
- ✓ 1 Branded infographic
- ✓ Monthly analytics report

★ MOST POPULAR

Authority

KES 280,000

per month

- ✓ 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

FOR CORPORATES

Titan

Custom

annual partnership

- ✓ 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**

BOOKING INFORMATION

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