



OILNEWS AFRICA

Advertising Rate Card & Media Kit (Date: 1st January 2026)

Website: www.oilnewskenya.com

Sector Focus: Upstream, Midstream & Energy Value Chain Across Africa

1. About OilNews Africa

OilNews Africa is a leading pan-African digital media platform dedicated exclusively to the oil, gas and energy sector. Building on the strong foundation and credibility of *OilNews Kenya*, the platform has evolved to reflect the changing realities of the industry and Africa's expanding energy landscape.

We deliver timely, credible and industry-focused news, insights and analysis covering: - Upstream exploration and production - Midstream infrastructure (pipelines, storage, LNG, logistics) - Gas-to-power and energy transition developments - Regional policy, regulation and investment trends

Our coverage spans **East, West, Central and Southern Africa**, positioning OilNews Africa as a strategic communication and visibility partner for energy companies, service providers, investors, EPCs, financiers and regulators.

2. Audience & Reach

OilNews Africa reaches a **highly targeted, decision-maker audience**, including: - IOC and NOC executives - Independent oil & gas companies - Midstream infrastructure developers - Oilfield services and EPC firms - Energy investors, financiers and consultants - Government agencies and regulators



Audience Channels: - Website (daily industry news and features) - Email newsletters - Linked social media platforms - Event and industry engagement coverage

This niche positioning ensures advertisers reach **relevant stakeholders with purchasing and decision-making influence.**

3. Advertising Opportunities

OilNews Africa offers flexible, high-impact advertising solutions designed to maximize brand visibility and lead generation within the energy sector.

A. Digital Display Advertising (Monthly Rates)

Placement	Description	Rate (KES)	Indicative USD*
Leaderboard / Header Banner	Premium top-of-page banner, maximum visibility	80,000	800
Top Right Banner	High-visibility sidebar placement	50,000	500
Second Right Banner	Sidebar placement	50,000	500
Third Right Banner	Sidebar placement	40,000	400
Fourth Right Banner	Sidebar placement	30,000	300
Bottom Banner	Footer visibility across pages	30,000	300

*USD rates indicative and subject to prevailing exchange rates.



B. Sponsored Content & Editorial Solutions

Product	Description	Rate (KES)	Indicative USD
Advertorial / Sponsored Article	Professionally written branded content published on the site	10,000	100
Custom Editorial Package	Industry features, interviews or project highlights	On request	On request
Whitepapers & Industry Reports	Hosting and promotion of technical or investment papers	150,000	1,500

Sponsored content is clearly labelled and permanently archived, offering long-term visibility and SEO value.

C. Social Media & Digital Amplification

Product	Description	Rate (KES)	Indicative USD
Co-branded Social Media Promotion	Brand visibility across OilNews Africa social platforms	30,000	300
Live Event Tweeting / Digital Coverage	Real-time coverage of conferences, launches or forums	20,000	200



4. Value-Added Benefits

Advertising with OilNews Africa provides:

- Targeted exposure to Africa's oil & gas decision-makers
- Association with a trusted, sector-specific media brand
- Flexible campaign customization
- Measurable digital engagement
- Strong regional and continental credibility

5. Discounts & Packages

- **10% discount** on banner bookings of **three (3) months or more**
- Customized annual and multi-platform packages available on request

6. Advertising Policy

- All advertisements must align with industry standards and regulations
- OilNews Africa reserves the right to approve all advertising content
- Rates are subject to periodic review in line with market conditions

7. Contact Information

For bookings, media partnerships and customized advertising solutions:



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Telephone / WhatsApp:

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OilNews Africa

Africa's Energy Industry Information Partner