

MZWeekly Media Kit 2026 – v2

About MZWeekly

MZWeekly is a South African digital publication focused on youth development, economic opportunity, entrepreneurship, policy discussion and regional growth. The platform highlights ideas, small town innovation and opportunities shaping South Africa's emerging economy.

Audience Profile

- Core readership: 18–45
- Extended readership: 45+
- Entrepreneurs and SMMEs
- Students, graduates and early-career professionals
- NGOs, researchers and policy professionals
- Readers interested in entrepreneurship and development

Traffic Snapshot (Estimated)

Metric	Monthly Estimate
Page Views	6,000 – 12,000
Unique Visitors	3,000 – 6,000
Newsletter Subscribers	1,000+

Advertising Options

Placement	Location	Duration	Price
Newsletter Placement	Newsletter	Per Issue	R250
Mobile Footer Banner	Mobile Pages	1 Week	R350
Sidebar Banner	Article Pages	1 Week	R500
In-Article Native Ad	Inside Articles	1 Week	R700
Homepage Banner	Homepage	1 Week	R900
Sponsored Article (Editorial Feature)	Dedicated Article	Per Article	R1500

Advertising Visibility

Website Area	Ad Type	Benefit
Homepage Top	Hero Banner	Maximum exposure to all visitors
Article Sidebar	Sidebar Banner	Visible while readers scroll
Inside Articles	Native Ad	High engagement with content
Mobile Pages	Footer Banner	Strong mobile reach
Newsletter	Newsletter Placement	Direct access to subscribers

Advertising Enquiries

Email: info@mzweekly.co.za

Website: www.mzweekly.co.za

MZWeekly works with startups, small businesses, organisations and institutions looking to reach an audience interested in opportunity, entrepreneurship and development in South Africa.