



MEDIAKIT

2025

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Foot Africa is the ultimate destination for football fans. As the largest African football community online, we are proud of over

4500000 followers

across social media platforms and more than

4000000 users

on our website over the past year, offering high reach and engagement.

Our platform connects fans from all over Africa, offering exclusive coverage of major events, engaging content, and highlighting the excitement of African football.





FOOT AFRICA is the official partner of the Bundesliga in Africa



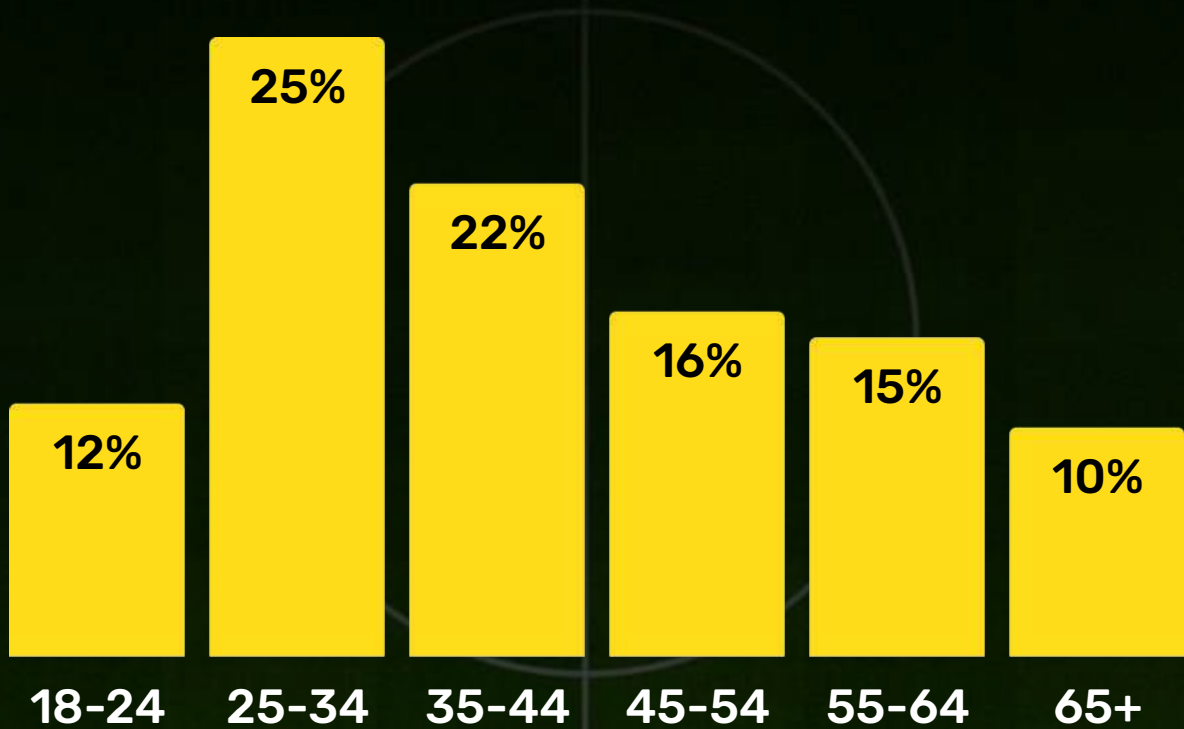
Users

4M

Page views

6.8M

Age



Gender



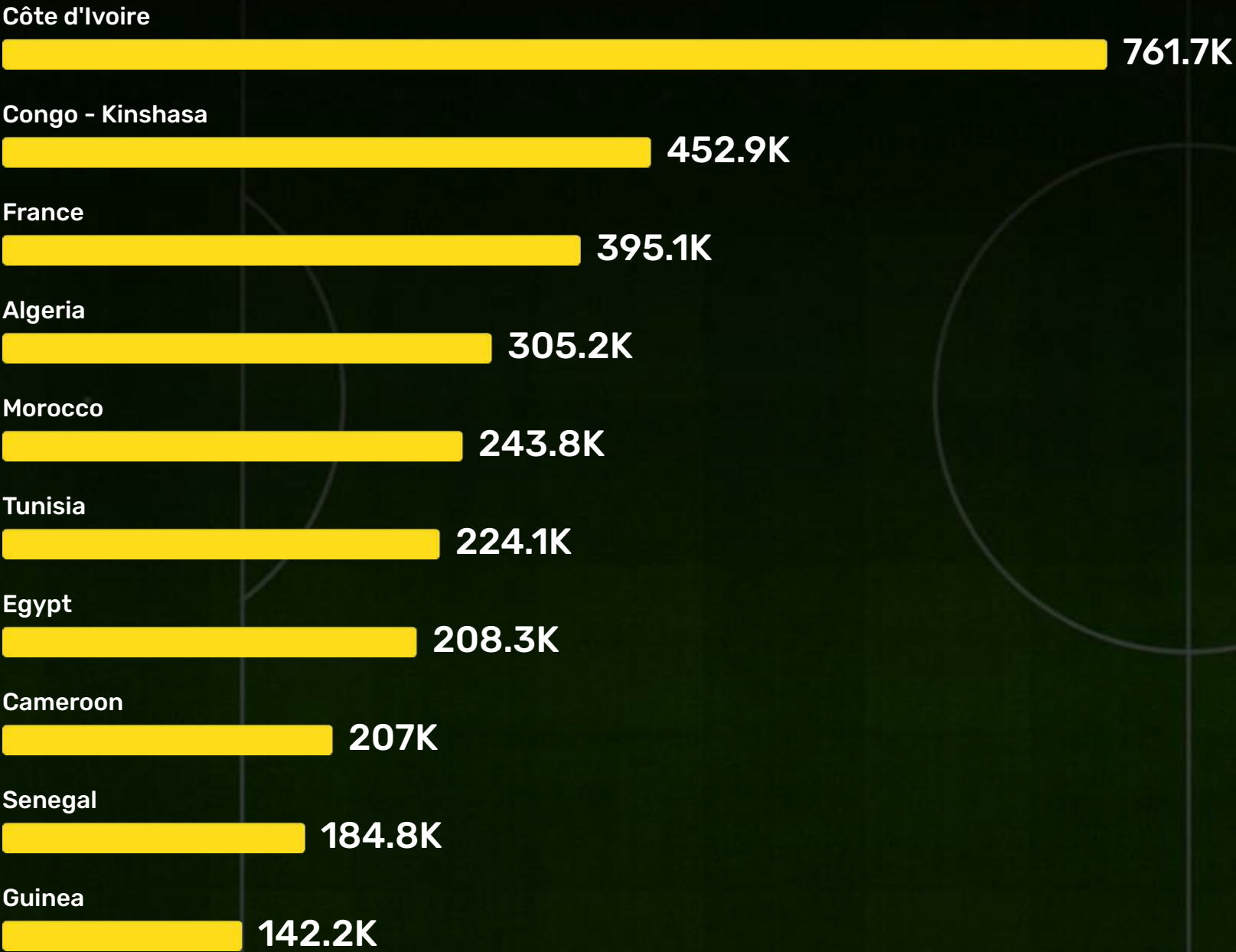
Male 75%



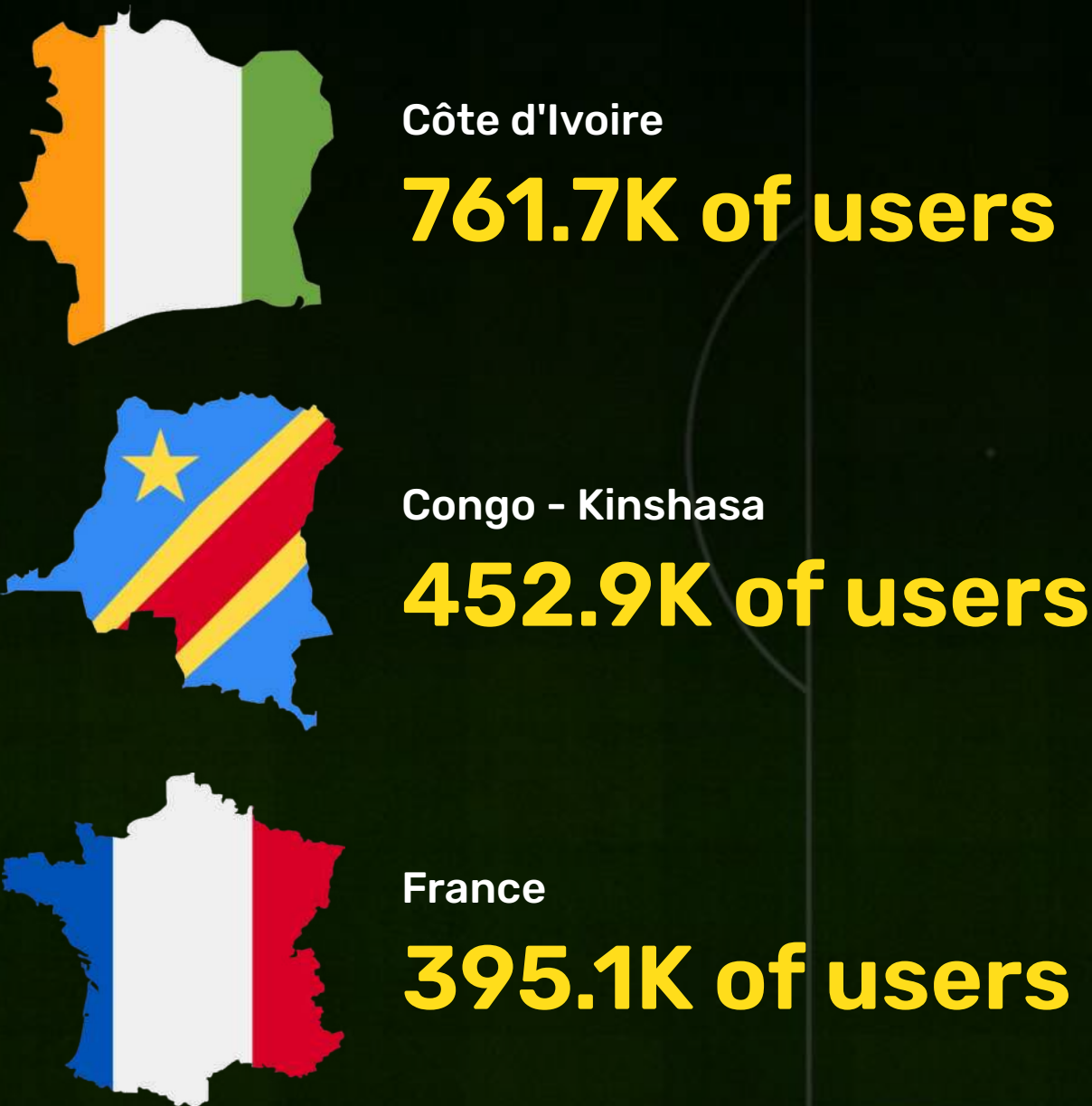
Female 25%



TOP countries by number of users

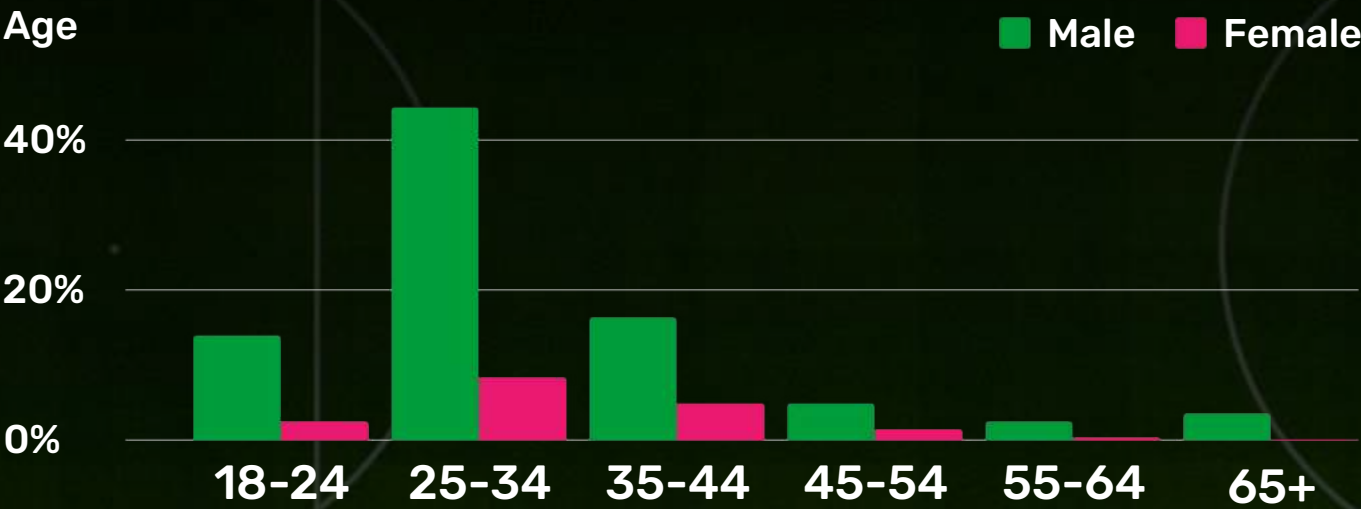


TOP 3 countries



Foot Africa

Total followers
3 806 286



Gender

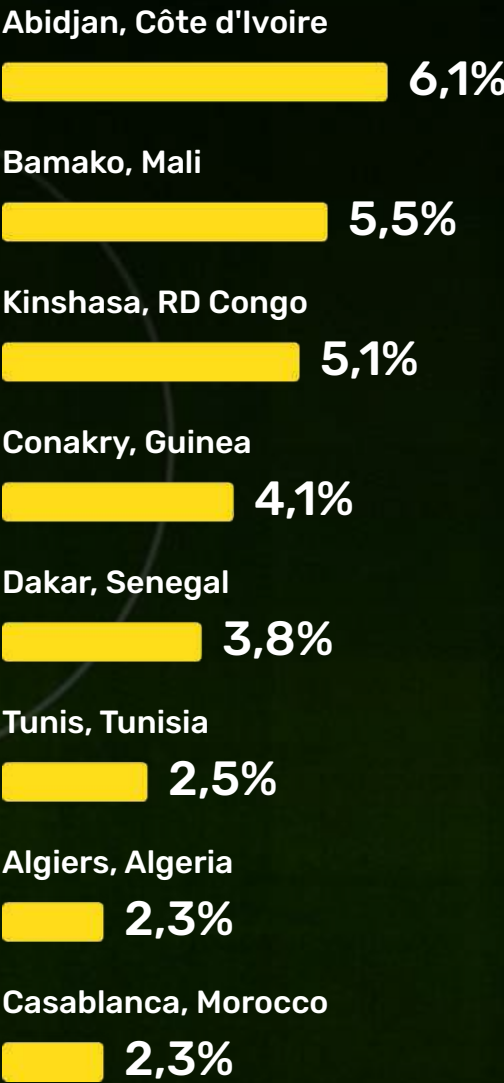


Male 85.6%

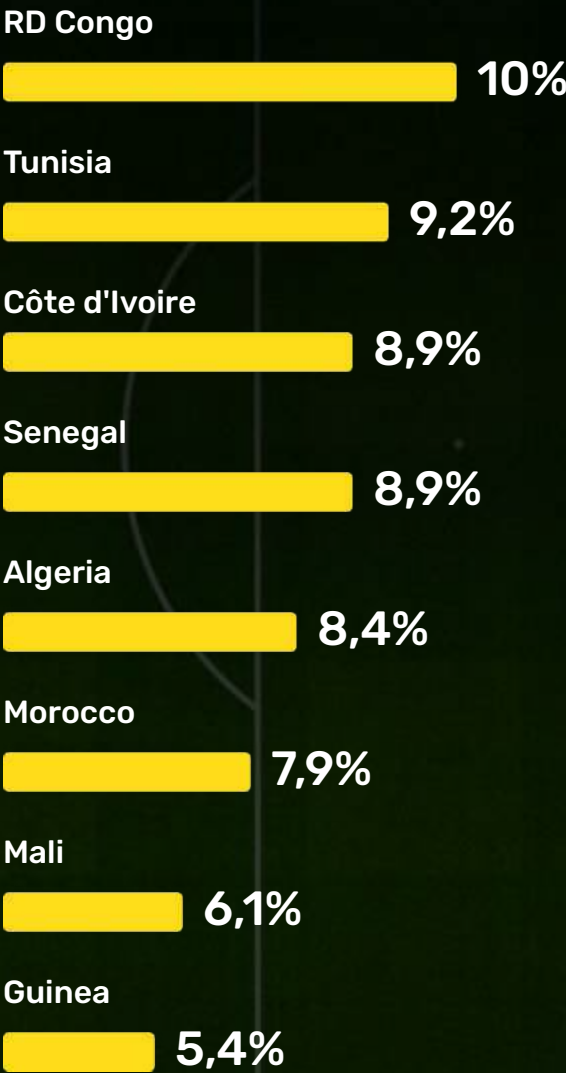


Female 14.4%

Cities



Countries

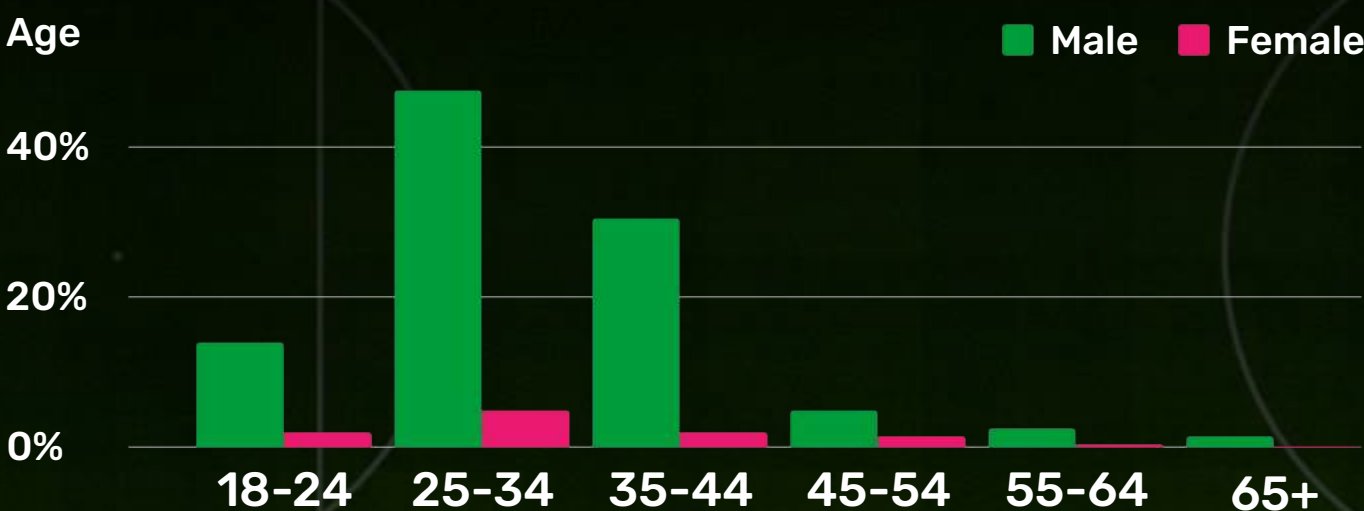


فوت أفريقيا عربية

Total followers

1 105 285

Age



Gender



Male 96.3%

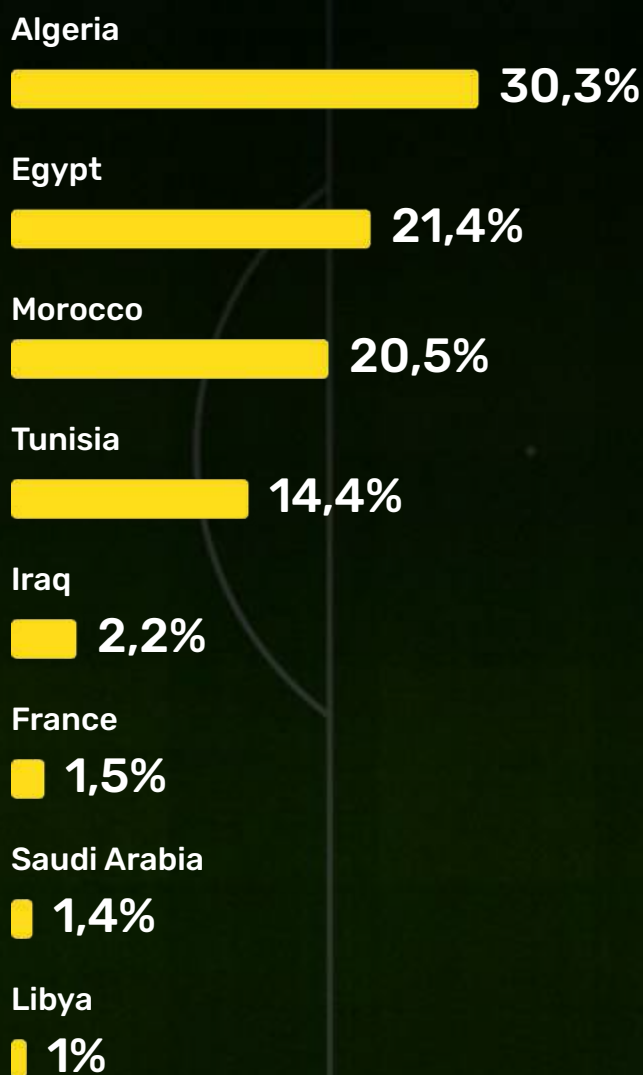


Female 3.7%

Cities



Countries



- 01** PR Article on the website
- 02** Branded landing page on the website
- 03** Event sponsorship
- 04** Facebook sponsored post
- 05** Instagram sponsored post
- 06** YouTube sponsored ad integration
- 07** Comprehensive advertising package



Allows you to showcase your brand or product and introduce it to website's audience.

Service:

Our editorial team can create a tailored PR article for you. To ensure the final product aligns with your objectives, please provide comprehensive and specific guidelines.

Kindly note that all links will be **nofollow**, and we **do not accept content related to gambling, casinos, or similar topics**



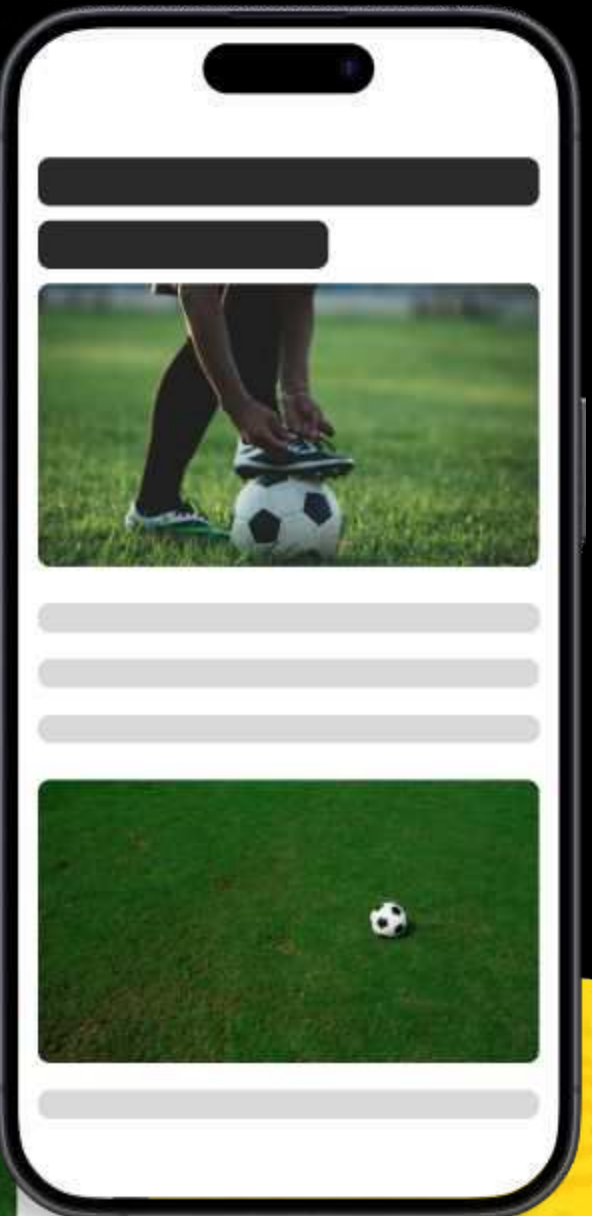
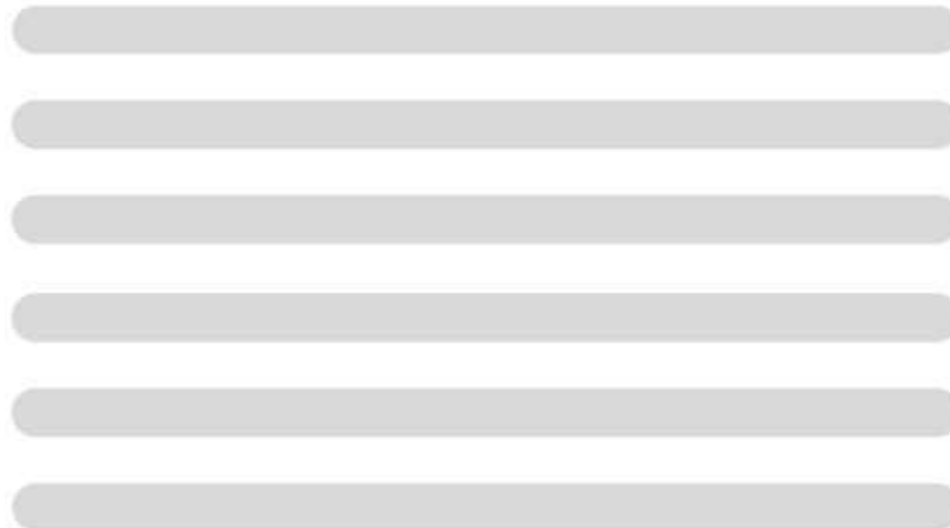
A branded landing page, customized for your product, offers a powerful way to showcase your product to a wide audience. These pages go beyond text by incorporating interactive materials, quizzes, and other elements designed to capture user attention and drive engagement.

What's Included

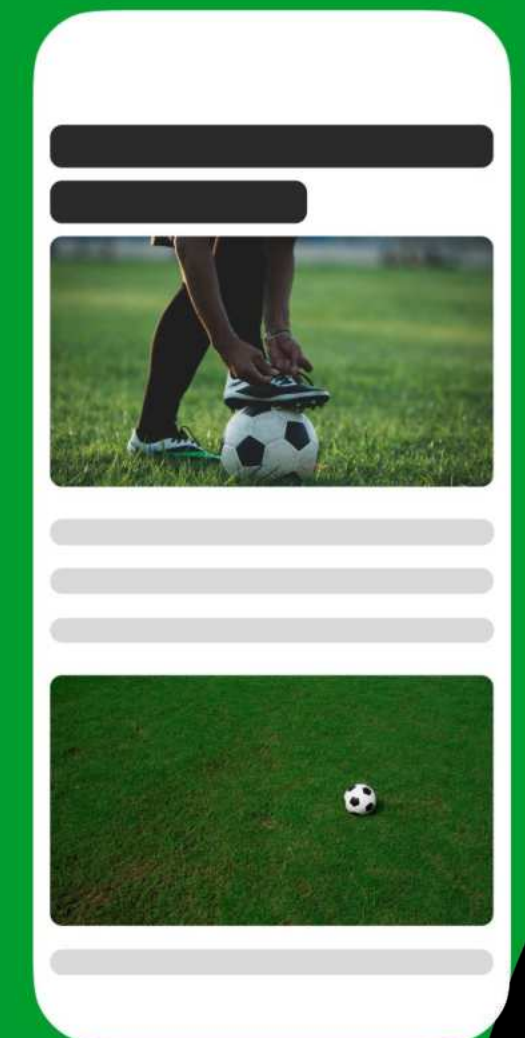
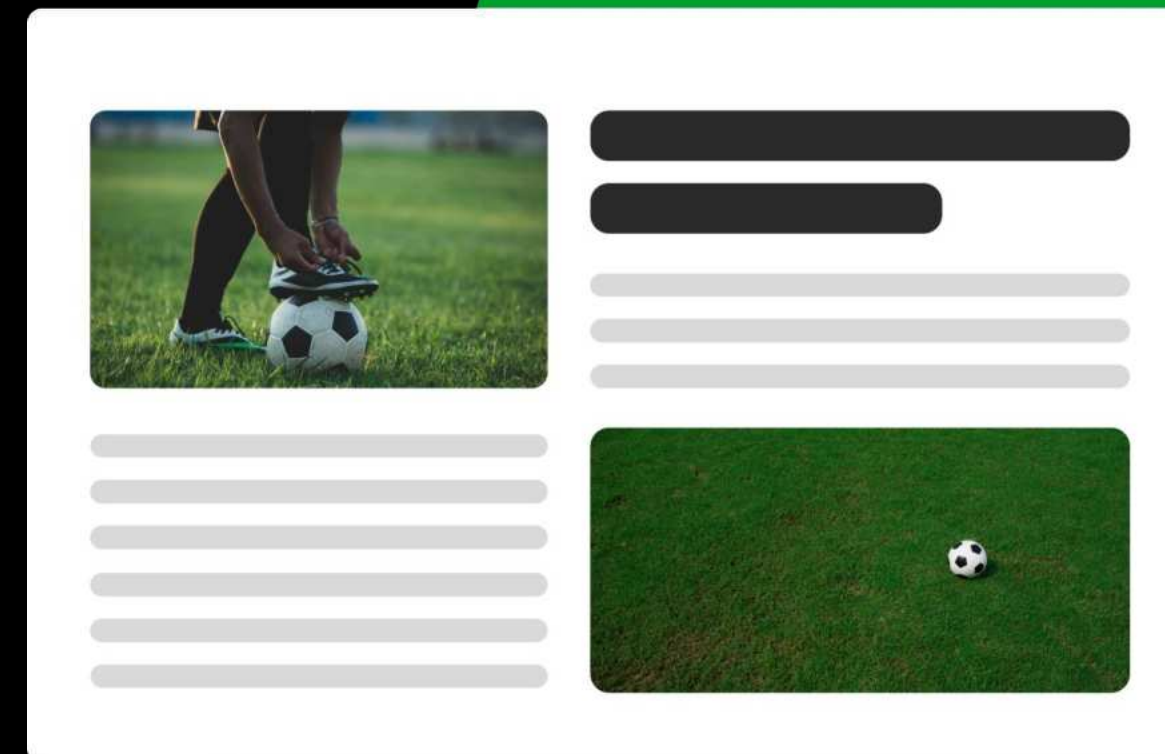
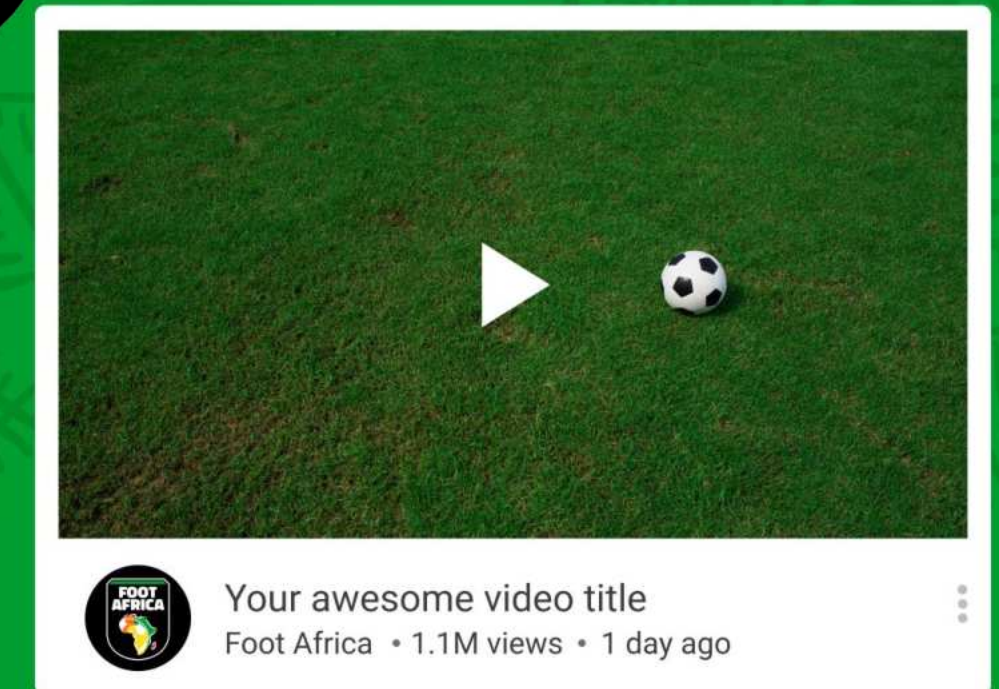
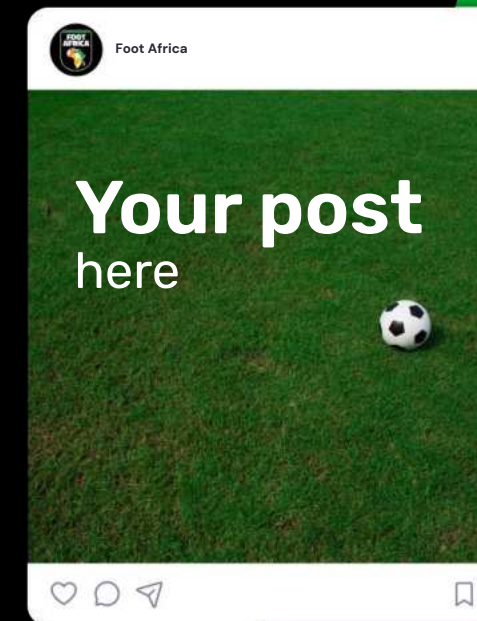
- ❖ Customized design tailored to your product
- ❖ Development of interactive materials to enhance user engagement
- ❖ Topic selection and professional content creation by our editorial team
- ❖ An article promotion on our website

Optional Service: A landing page promotion on social media





Becoming a sponsor for an event gives your brand a unique opportunity to connect with the millions of football fans across Africa. Our platform covers major events like AFCON 2025 and Africa d'Or 2025, offering maximum exposure through articles, videos, interviews and interactive activations. Sponsorship puts your brand at the forefront, building trust with the audience and creating an emotional connection with fans.





The Foot Africa Facebook pages have one of the largest audiences among French-speaking and Arabic-speaking football fans across Africa.

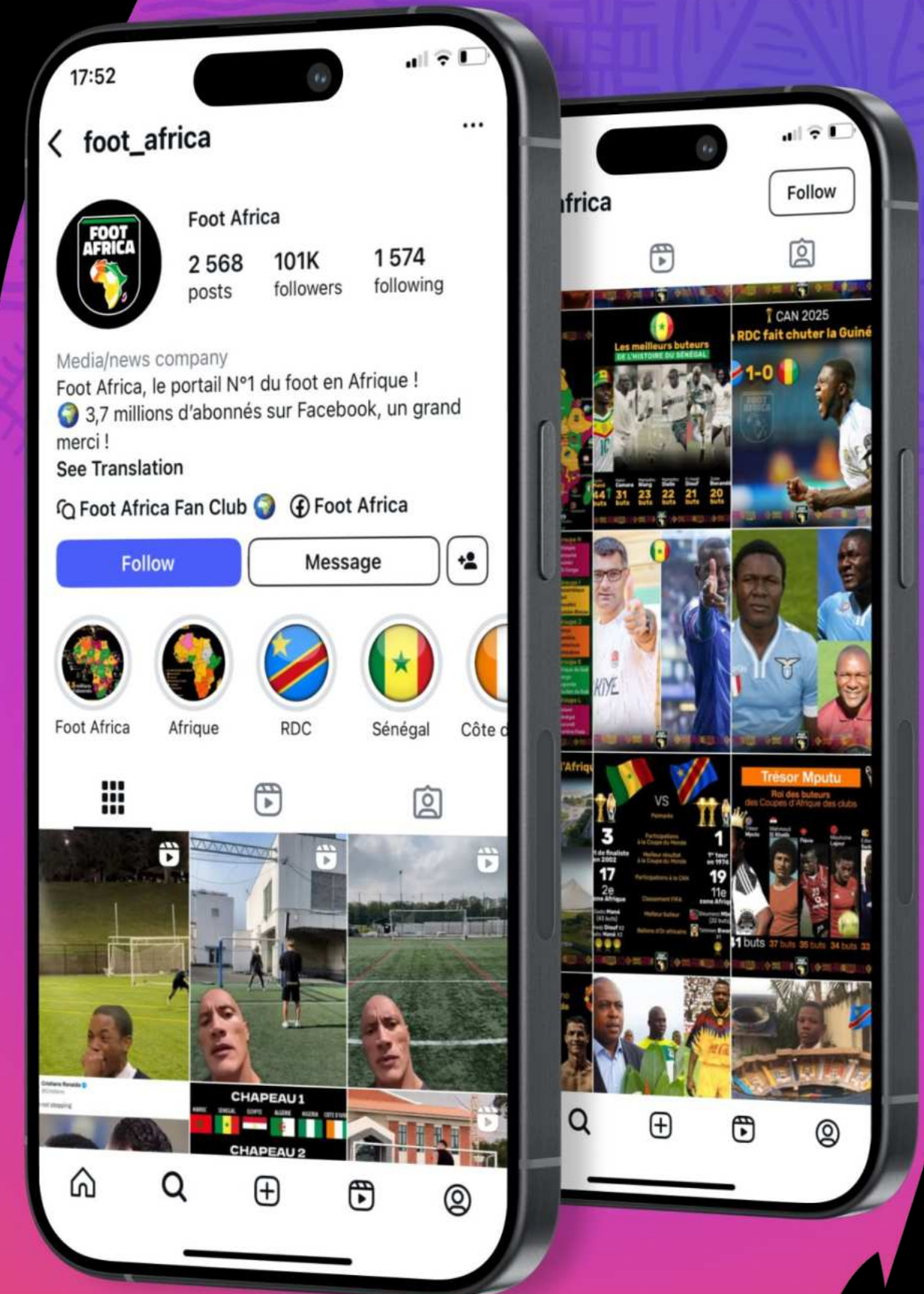
Publication Terms

- ❏ All content must be received and approved by us at least 3 days before the scheduled publication date
- ❏ We offer post formats include images, links and videos

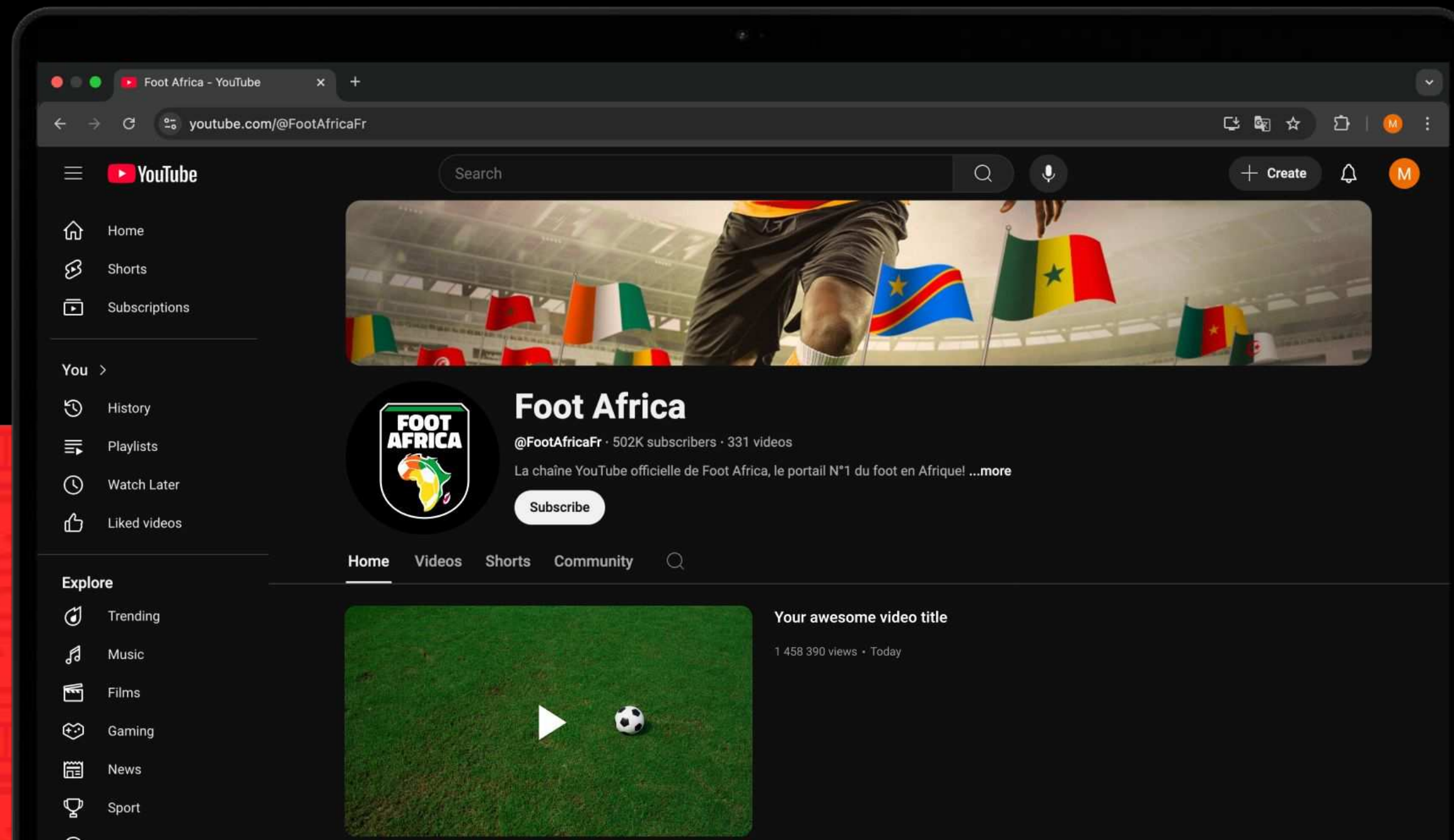
Our Instagram page is a dynamic hub for football fans across African communities. It offers a blend of news, match highlights and captivating visuals, keeping followers informed and connected to the world of African football.

Publication Terms

- ❖ All content must be received and approved by us at least 3 days before the scheduled publication date
- ❖ We offer a wide range of post formats, including images, links, videos and sponsored ad integrations on Instagram Reels and Stories

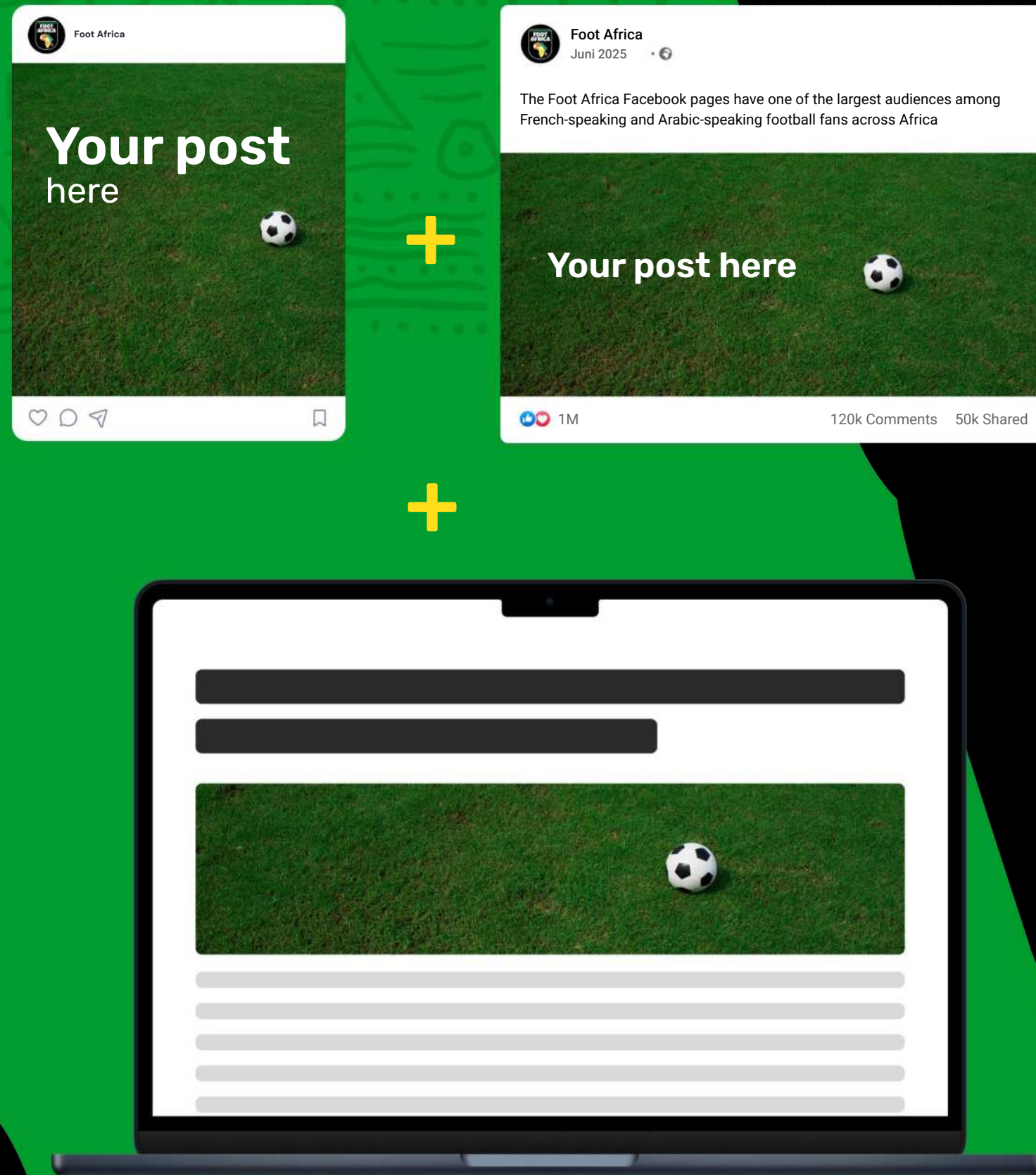


Our YouTube channel – a prominent platform for African football content, offers the opportunity to integrate your brand ad into short video format. The integration is designed to seamlessly enhance brand recognition while connecting with an engaged audience passionate about football.



COMPREHENSIVE ADVERTISING PACKAGE

SLIDE 17/18



With our comprehensive package, you can engage a broader audience by combining website placements with diverse formats across our social media platforms. We offer flexible options and can create a personalized package tailored to your specific goals and needs.



**Regarding placement, forms of advertising, creativity
and terms of cooperation, please contact:**

ads@foot-africa.com