

Grow your business



“We fear no one.
We favour no one”

About us

Since 2008, we have been breaking news about Zambia on a 24 hour basis. We also publish investigative special reports.

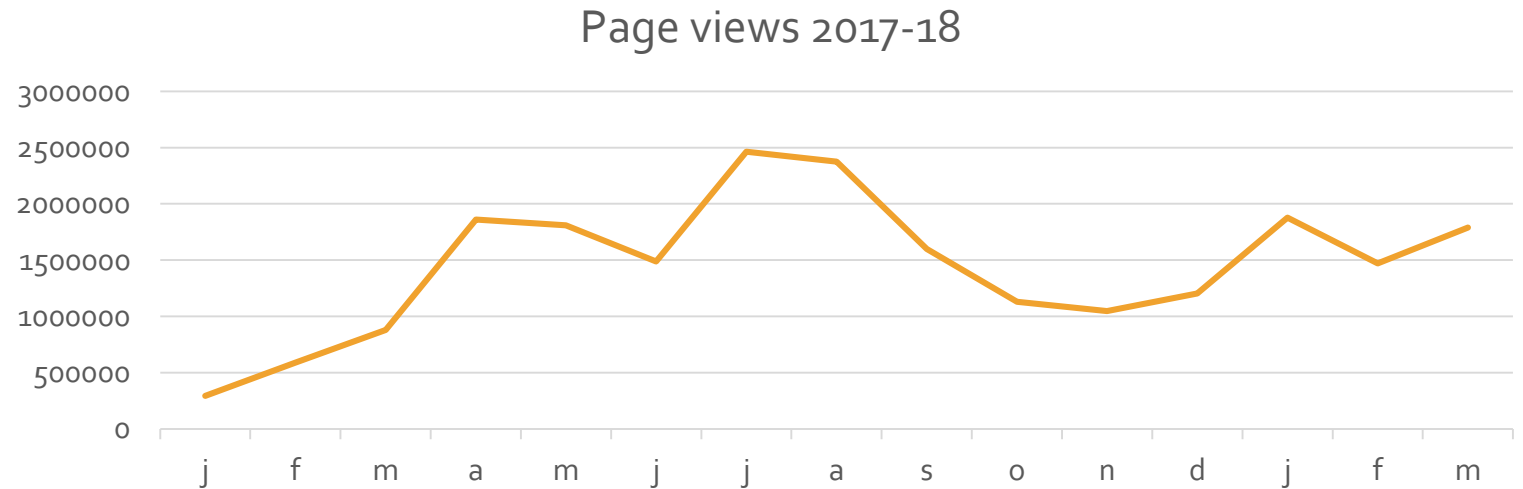
The Zambian Watchdog is privately owned by Zambian journalists.

Monthly Traffic

January 2018
Source: Google Analytics

Sessions	Users	Page views
580,675	186,610	1,876,451

Pages / Session	Session Duration	Bounce Rate
3.23	00:04:47	40.94%

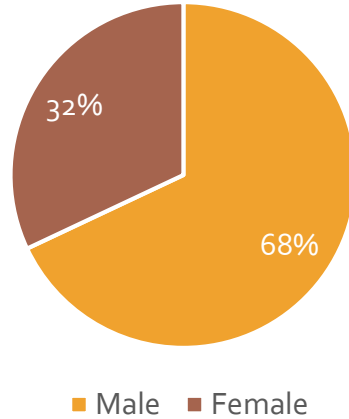


Our Visitors

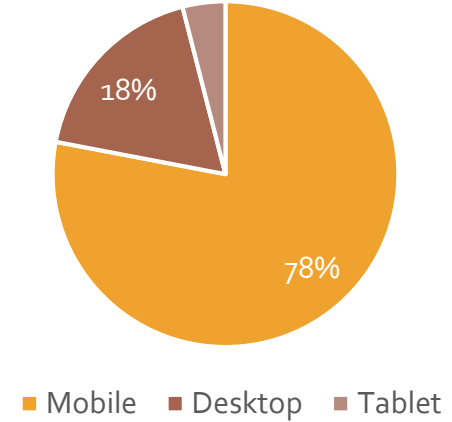
January 2018

Source: Google Analytics

Gender

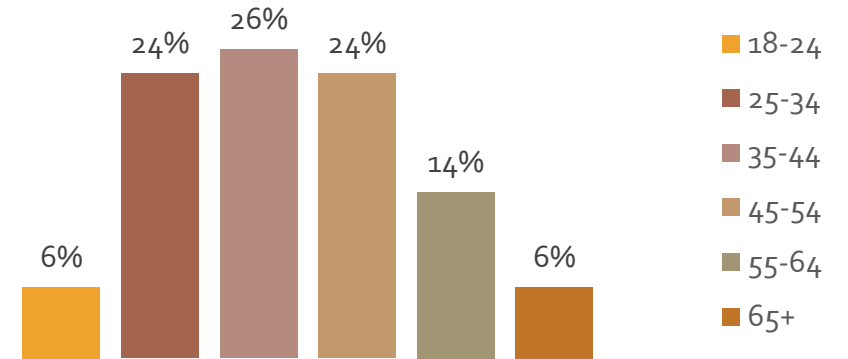


Device Types



Top Countries
Zambia
United States
United Kingdom
South Africa
Swaziland

Age



Interests

January 2018

Source: Google Analytics

With Zambian Watchdog, advertisers reach an audience of career-minded, engaged and astute consumers.

Affinity Category: Lifestyles

4.9%	Political News Junkies
4.6%	Business Professionals
4.4%	Sports Fans
3.8%	Health & Fitness Buffs
3.6%	Celeb News Junkies

Based on 49.6% of total sessions

Coverage of these categories varies by geography (some geographies have very low coverage).

In-Market Segment: Looking for...

4.3%	Post-Secondary Educ'n
4.2%	Employment
3.5%	Motor Vehicles (Used)
3.0%	Holiday Items
2.9%	Banking Services

Based on 33.9% of total sessions

Other Category: Content Interests

7.3%	Soccer
4.5%	Politics
4.1%	Sports News
3.4%	Celeb News
2.4%	Used Vehicles

Based on 46.7% of total sessions

Advertising

Flexible buying options

The Zambian Watchdog website is 'responsive', meaning that its layout adjusts to the screen size of the device being used to view it.

Here's how to buy advertising from Zambian Watchdog.

- **Option 1: Cost per day**
Buy a space entirely for a day
- **Option 2: Cost per month**
Buy a space entirely for a month
- **Option 3: Cost per thousand (CPM)**
Buy a space at a cost per thousand times your ad is displayed (each display counts as an impression). With CPM campaigns, you have the flexibility to specify:
 - Which countries to target
 - How many times you want visitors to see your ad
 - How long your campaign will run for
 - Days of the week and times of day for your ads to run

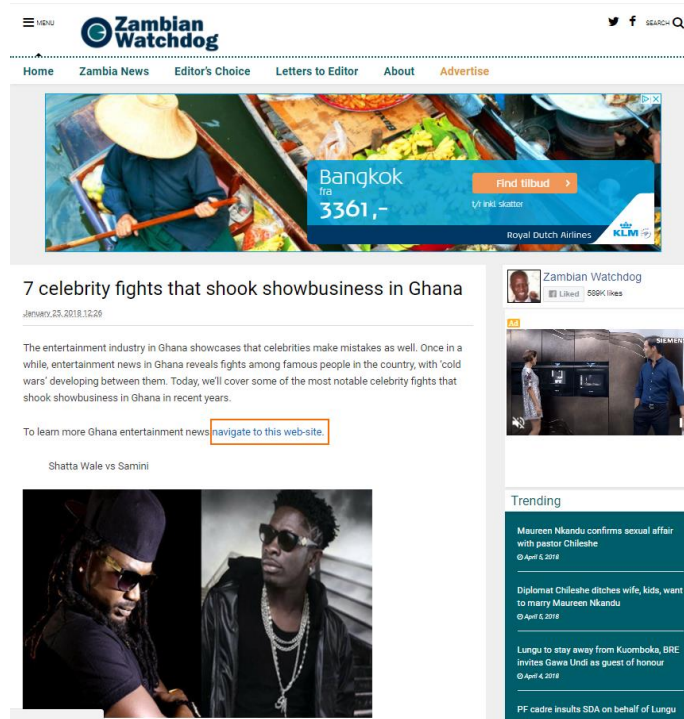
Minimum order: 50,000 impressions per month.

Contact us for the pricing of each ad unit.

Advertising Sponsored Posts

With Sponsored Posts, your content is embedded into our editorial feed.

Inform, educate and engage our audiences while generating a new source of traffic to your website.



The screenshot shows the Zambian Watchdog website interface. At the top, there is a navigation menu with links for Home, Zambia News, Editor's Choice, Letters to Editor, About, and Advertise. Below the menu is a featured banner for a flight to Bangkok, with a price of 3361,- and a 'Find flight' button. The main content area features an article titled '7 celebrity fights that shook showbusiness in Ghana' dated January 23, 2018. The article text discusses the entertainment industry in Ghana and mentions 'cold wars' developing between celebrities. A link is provided to 'navigate to this web-site'. Below the article is a photo of Shatta Wale and Samini. To the right of the article is a sidebar with a 'Zambian Watchdog' profile card and a 'Trending' section listing several news items.

Sponsored Posts Package includes...

- 1 dofollow link to your offer page
- Up to 2 additional dofollow links to authority websites not connected to the promoted business
- 1 featured image
- Article up to 8,000 characters (approximately 1,000 words)
- Permanent presence on the website

Option – Sponsored Posts panel

- Internal link to article from Sponsored Posts panel on all pages
- Newest link placed at top of section

Content is subject to editorial approval.

Advertising

Specifications and payment terms

Ad Specifications

Sizes	Desktop	970 x 250, 970 x 90, 728 x 90, 336 x 280, 300 x 600, 300 x 250
	Mobile	320 x 100, 320 x 50, 300 x 250
	Tablet	728 x 90, 336 x 280, 300 x 250
File formats		.gif, .jpg, .png (or .swf with one other format)
File size		40Kb maximum

Terms

Payment	In advance
Methods	Bank transfer or PayPal
Currency	All advertising is sold in US Dollars or Euros.

Contact Us

For pricing and more information on advertising with Zambian Watchdog, contact zwd@diversityad.com.