

Fact Sheet 2024



Overview

Cabanga Media Group publishes thoughtful economic and business commentary magazines and online media, in several African markets, that include South Africa, Egypt, Nigeria, Botswana, East Africa Community, Ethiopia, and Zambia.

Through its subsidiary Cabanga Marketing, Cabanga Media Group has a focus on digital innovation, the company offers a broad spectrum of services including web design, digital marketing, and advertising solutions.

Services Offered

Business Magazines: Delivering insightful content through our eight flagship business magazines.

Web Design & Development: Tailored website creation to enhance online presence.

Digital Marketing: Comprehensive online marketing strategies to reach target audiences.

Content Marketing & E-Books: Engaging content and book publishing for business and leadership.

Event Marketing & SEO: Promotion of seminars/events and optimization for search engines.

Achievements

Publications: Publisher of business magazines and leadership books since June 2019.

Magazine Reach & Downloads: Over 100 issues across eight countries with a million+ downloads.

Web Design Base: Over 100 clients in South Africa since 2020.

Article Contribution: Authored over 3500 business articles since July 2017.

Magazine Brands

South Africa: Cabanga | www.cabangamag.co.za

Zambia: Ganizo | www.ganizo.com

Botswana: Moakanyi | www.moakanyi.com

Kenya: Fikiria | www.fikiriamag.com

Nigeria: Ironu | www.ironumag.com

Ethiopia: Yaada | www.yadamag.com

Egypt: Mufakir | www.mufakirmag.com

Zimbabwe: Kufunga | www.kufungamag.com

Digital Footprint

Website Analytics: Significant engagement across websites, with notable monthly visitations.

Subscribers: Over 12,000 email list subscribers of business owners across Africa.

Regional Magazine Sites: Ranging from 100,000 to 200,000 visitors per month.

Social Media Channels: Over 1,200,000 followers across channels, including partners.

Client Portfolio

Cabanga Media Group clients and partners transcend over eight countries and regions in Africa, and range from Pharmaceuticals, Mining, Agriculture, Audit & Accounting, Financial Services, Education, Training, Non-profits, Multinationals, Conglomerates, Construction, Fashion, Retail, and many more.

Contact Information

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