



SECURITY
& FIRE
AFRICA

Digital Opportunities 2025



The market

As an emerging market, and with the African fire, safety and security systems market expected to grow at an annual rate of 4.4% by 2026; Africa is quickly becoming one of the most dynamic and sought-after markets in the world.

Investment in Africa has ballooned in the last few years, funding in much-needed infrastructure, development in railways, highways, airports and ports as part of China's Belt and Road initiative have transformed countries like Nigeria into a manufacturing hub thanks to new infrastructure. Major railway projects in Kenya and Tanzania are the biggest projects undertaken in these countries. And with GDP growth in the region expected to

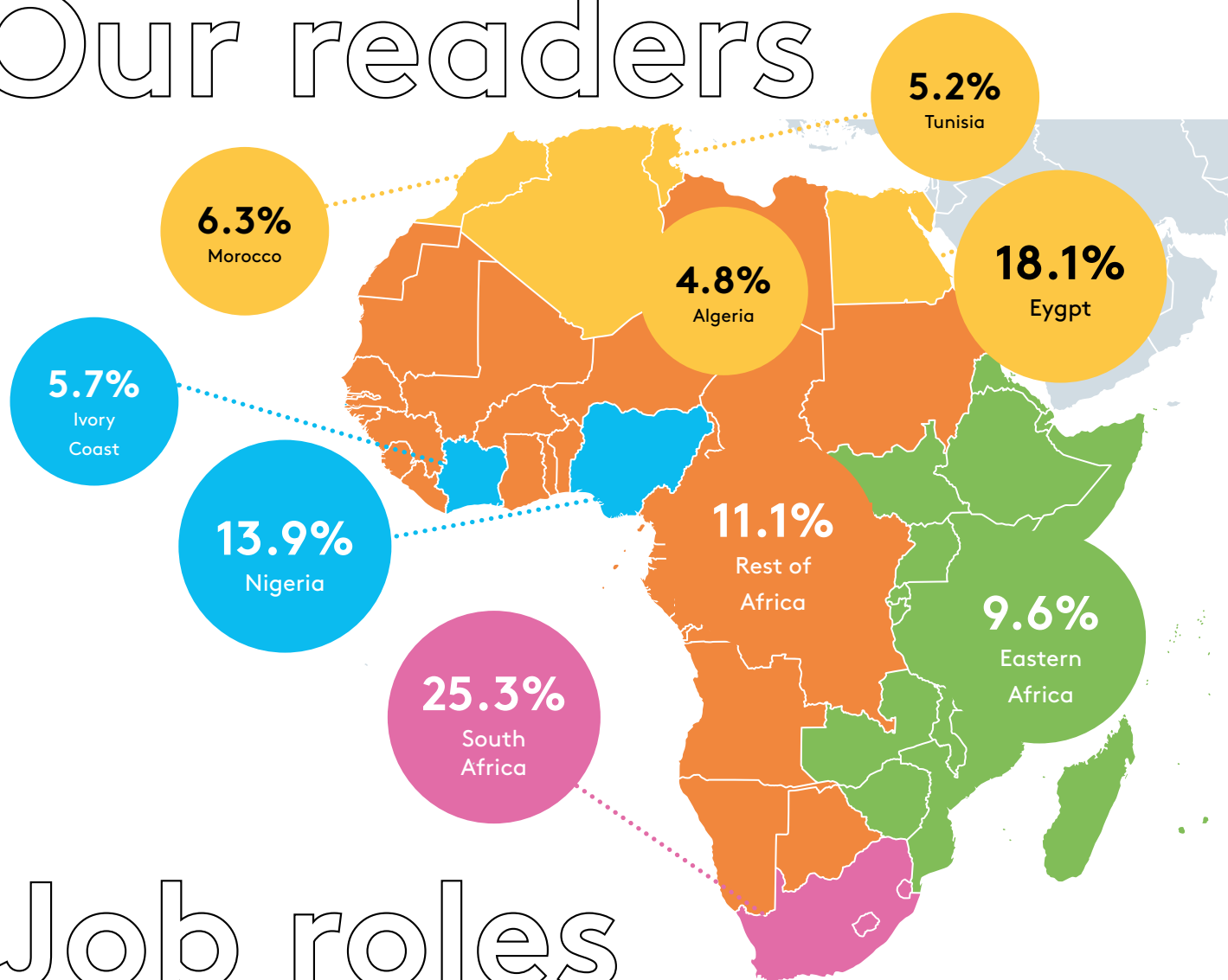
hit 6.6 per cent in 2025, Sub-Saharan Africa is growing faster than most of Asia.

Other ongoing projects include the setting up of large-scale technological cities, new Capital cities, major critical and social infrastructure and continental transport links. Africa therefore offers outstanding commercial opportunities for companies engaged in designing and supplying fire, safety and security systems, equipment and technology.

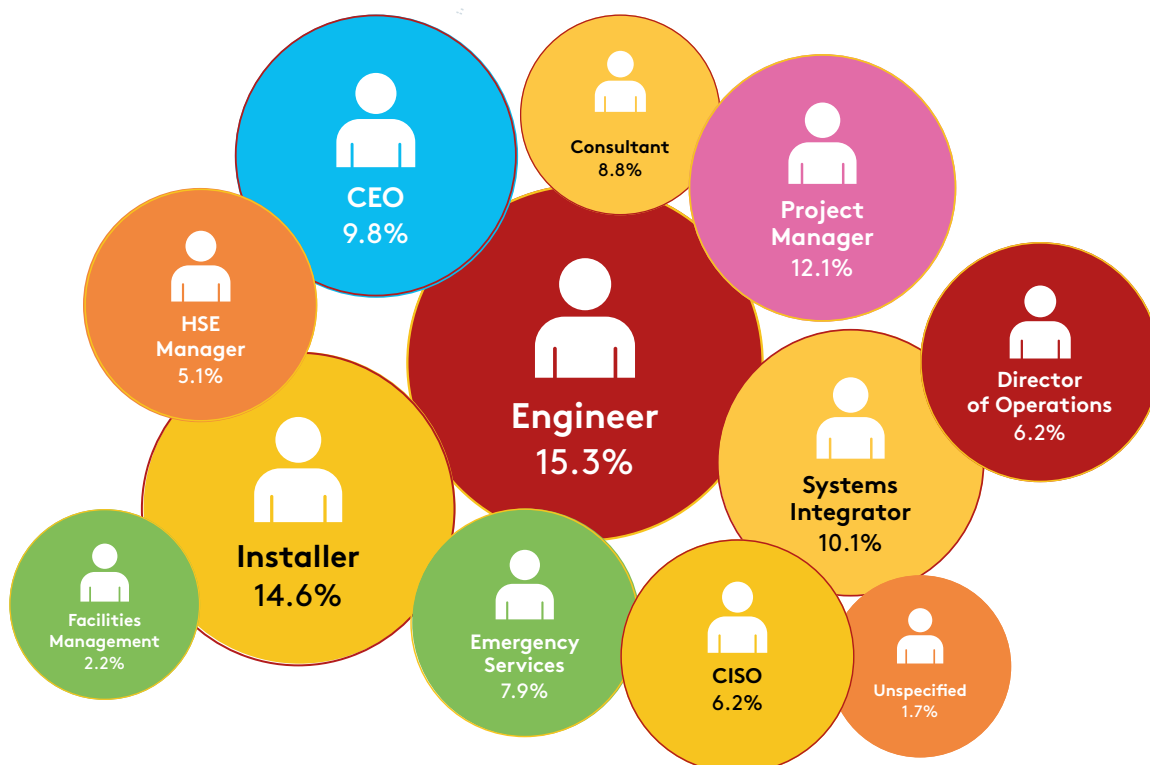
Security & Fire Africa is the only independent news source which serves the wider community and provides a uniquely efficient and comprehensive marketing tool in the region.



Our readers



Job roles





Key Numbers

4,000
average
users

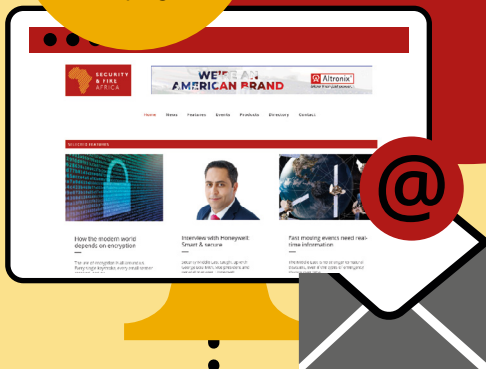
Online

7,500
monthly
page views

3
minutes average
time spent
on page

Newly re-branded, and updated daily with breaking industry news www.securityafricamagazine.com is no.1 on all major search engines for a wide range of industry key words. Our website has its own online following and proves that our readers value online content at their fingertips.

3.8
pages
per session



500,000+
Social Media
impressions in
2024

Social

5,000+
LinkedIn
followers

2,500
new followers
in 2024

Security & Fire Africa's social media channels offer a place to spark thought and conversation amongst our online community. This is a perfect platform to leverage your brand as a thought-leader, and reach our audience through their own personal social accounts.

over
3,200
members
& growing

Direct E-mail

Our member-only database are actively seeking the latest technological developments in the industry. Whether it is event news, product launches or case study downloads, you can reach them through this exclusive platform.

avg.
18%
open
rate

Reaching every corner of the African fire and security industries is made easy via our multi-channel online media options. Mix and match your platforms to ensure a successful campaign over a sustained period of time. A three-pronged attack of online, social media and direct email will guarantee your message is seen by the widest possible audience throughout the continent.



Partnerships

Our exclusive partnerships with leading regional and international trade shows will ensure that you can reach an extended audience unlike no other through integrated digital advertising.

With a wealth of experience in engaging online audiences, our team will ensure your brand sees best possible ROI from digital campaigns. With industry-leading magazines and websites for the Middle East region, we know how to effectively deliver your message and products to any industry audience.



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2025 Rates

Online Advertising

Homepage Top Banner

3 months	UK	£900
6 months	UK	£1,400
12 months	UK	£2,100

Expandable banner

1 month	UK	£700
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Homepage button

3 months	UK	£600
6 months	UK	£1,000
12 months	UK	£1,700

Top banner on any other page

3 months	UK	£500
6 months	UK	£700
12 months	UK	£1,200

Web button on any other page

3 months	UK	£390
6 months	UK	£590
12 months	UK	£980

Directory listing

12 months	UK	£400
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Homepage video

3 months	UK	£300
6 months	UK	£450
12 months	UK	£750

Homepage company profile

3 months	UK	£300
6 months	UK	£450
12 months	UK	£750

Sponsored Feature

per feature	UK	£500
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* Discounts for multiple bookings. Sponsorship opportunities, product launches, video hosting & priority positions are available upon request

Emails

Engage with our audience via email in our regular e-newsletters (ezines) or with your own dedicated email to the database (solus email)

Solus email	UK	£1,120
Ezine slots	UK	£560
Ezine banner advert	UK	£700

Social Media

Social Media Campaign

Weekly Posts on all platforms

1 month	UK	£200
3 months	UK	£500
6 months	UK	£900

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