SCITKE

SCITKE PUBLISHING

# MEDIA KIT 2026–2027

Science. Technology.
Knowledge for Everyone.

Advertise • Sponsor • Partner



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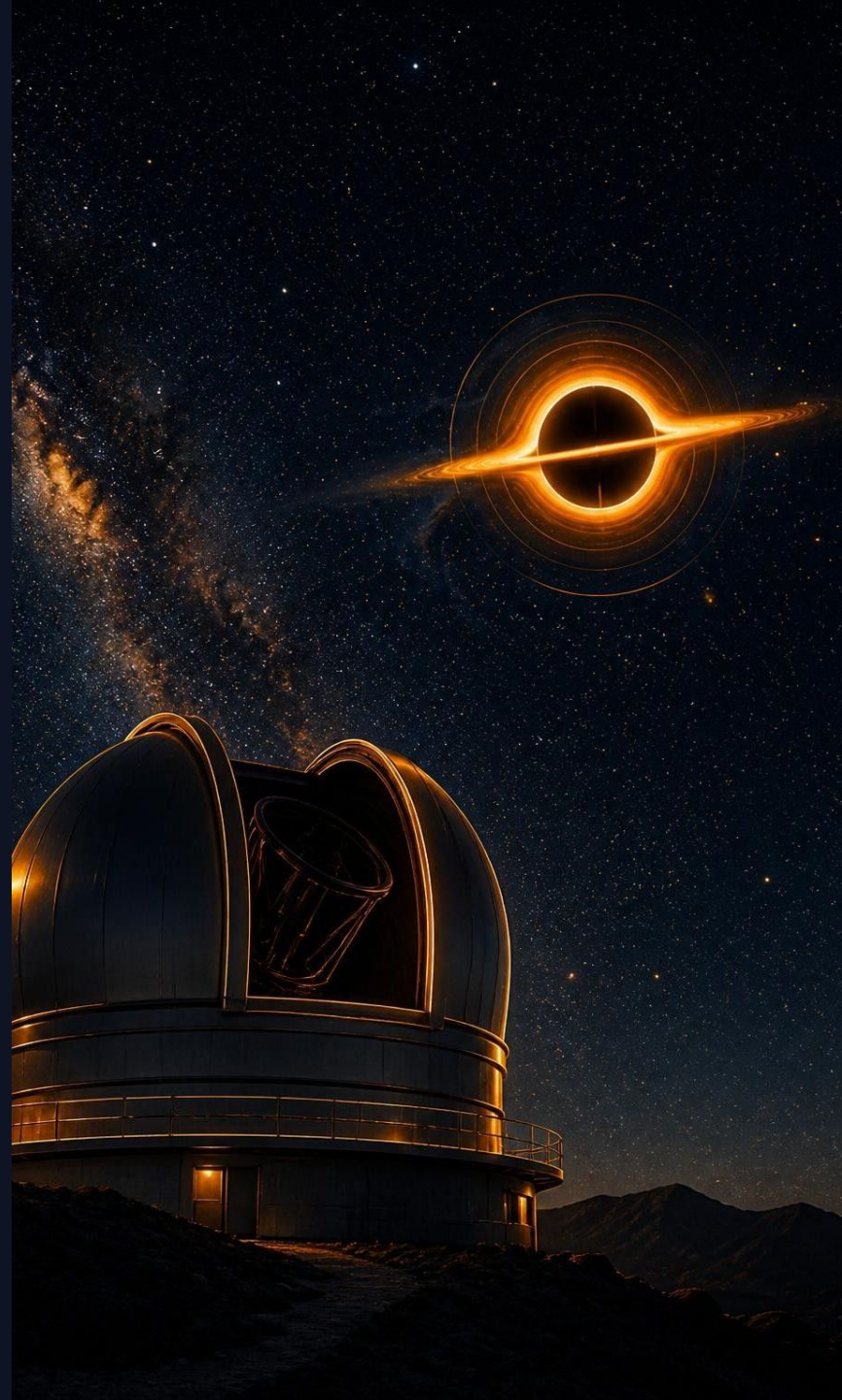
# A TRUSTED HOME FOR SCIENCE-LED STORYTELLING

Science and technology publishing division of Scitke LLC (United States), working with Scitke Lda (Angola).

Original explainers, interviews, research-informed analyses and reporting that connect discoveries with people, industry and society.

Original science journalism, expert interpretation, Africa–global perspective.

Distinct from the SJSTED scholarly journal.



EDITORIAL PURPOSE

# MISSION, VISION AND EDITORIAL COMMITMENTS

## MISSION

Make rigorous science and emerging technology accessible and useful worldwide, with distinctive insight into Africa and emerging markets.

## VISION

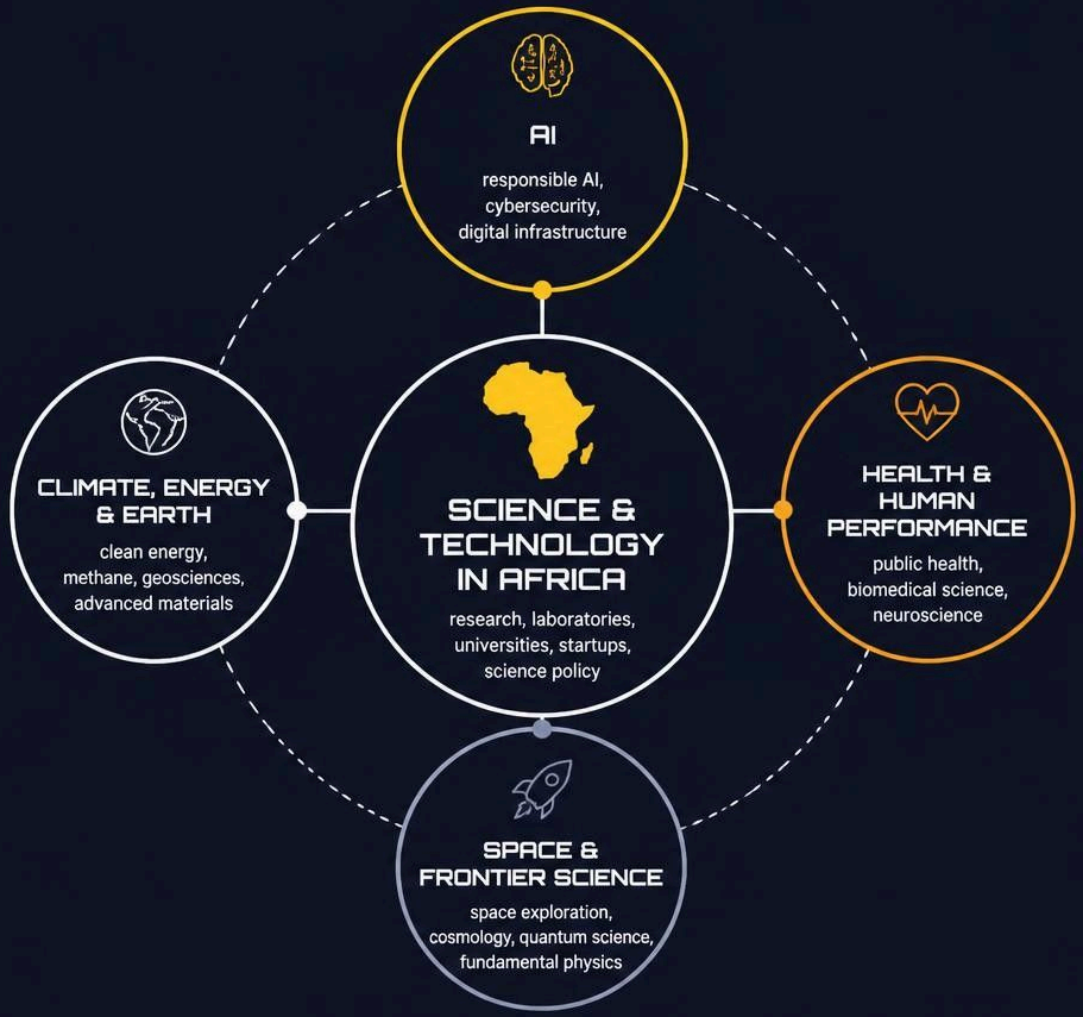
A globally trusted science and technology platform with recognized authority on African innovation.

## EDITORIAL COMMITMENTS

Scientific integrity · Originality · Editorial independence · Accessibility · Inclusion and African relevance · Transparency · Accountability

EDITORIAL COVERAGE

# FOUR VERTICALS AND ONE AFRICA HUB



PARTNERSHIP VALUE

# WHY BRANDS PARTNER WITH SCITKE



## SCIENCE-FIRST CONTEXT

Placed beside research-led journalism, not undifferentiated news.

## AFRICA–GLOBAL BRIDGE

International discoveries linked to African research and industry.

## MULTIPLE ROUTES TO MARKET

Display, newsletters, branded storytelling, events, intelligence products, licensing.

## SPECIALIST CONTRIBUTORS

Academic and industry experts, subject to verification and editorial review.

## TRANSPARENT SEPARATION

Every paid placement clearly identified.

AUDIENCE AND REACH

# AUDIENCE AND REACH TODAY

**10,000+**

Monthly sessions (GA4)

**5,000+**

Monthly unique users (GA4)

Approximately

**6,500**

Active opted-in newsletter subscribers

**30,000**

Social followers and reach

Newsletter open/click rate and top-topic engagement: **to be confirmed**.

READERS AND DISTRIBUTION

# WHO READS SCITKE, AND WHERE

## READERS

Researchers, university communities, STEM students, technology professionals, energy and climate specialists, investors, innovators, public-sector decision-makers, science-curious readers.



## CHANNELS

scitke.com, search and Google Discover, email newsletters, LinkedIn, short-form social video, interviews, partner distribution, selected events.

## TOP COUNTRIES

US, UK, Angola, DRC, South Africa, Zimbabwe, Namibia, Kenya.

FORMATS AND OBJECTIVES

# EIGHT WAYS TO PARTNER

## DIRECT DISPLAY SPONSORSHIP

Labelled banners, impression reporting.

Awareness and launches

## NEWSLETTER SPONSORSHIP

Approved creative, tracked link.

Qualified reach

## SPONSORED EXPLAINER

Labelled educational article, fact-checked.

Thought leadership

## VERTICAL OR SERIES SPONSORSHIP

Fixed-term category or Africa hub.

Sustained association

## RESEARCH REPORT / WHITE PAPER

Original research and design.

B2B leads

## EXECUTIVE INTELLIGENCE BRIEFING

Tailored and sourced.

Decision support

## WEBINAR / ROUNDTABLE / EVENT

Concept, speakers, promotion, report.

Lead generation

## CONTENT LICENSING

Rights-defined reuse.

Content partnerships

COMMERCIAL TERMS

# INDICATIVE RATE CARD (USD)

Starting points for negotiation, not guaranteed CPMs or public tariffs.

| Product | Proposed indicative fee | Basis |
|---|---|---|
| Display advertising | USD 8–25 CPM | Per 1,000 viewable impressions |
| Newsletter sponsorship | USD 300–1,500 / edition | Depends on list size, placement, targeting |
| Sponsored science explainer | USD 1,000–3,500 / article | Research, writing, editing, design |
| Vertical / series sponsorship | USD 2,500–10,000 / month | Term and exclusivity negotiated |
| Research report / white paper | USD 5,000–25,000 / project | Scope dependent |
| Executive intelligence briefing | USD 1,500–7,500 / engagement | Depth and deliverables negotiated |
| Webinar / expert roundtable | USD 2,000–8,000 / event | Speakers, production, promotion scoped separately |
| Content licensing | Custom quotation | Rights, duration, territory defined |

Excludes taxes, third-party fees, translation, paid amplification and travel.

PARTNERSHIP PACKAGES

# FOUR PARTNERSHIP PACKAGES

## DISCOVER

**USD 1,500–4,000**

One sponsored explainer, newsletter mention, basic performance report.

## AUTHORITY

**USD 5,000–12,000**

One-month vertical association, two sponsored explainers, newsletter placements, campaign report.

## AFRICA INNOVATION

**USD 10,000–30,000**

Africa-focused research brief or white paper, launch webinar, distribution plan.

## STRATEGIC PARTNER

**CUSTOM PROPOSAL**

Quarterly programme of original research, sponsored distribution and one expert event.

Illustrative; no guaranteed editorial coverage, endorsements or exclusivity unless contracted.

EDITORIAL STANDARDS

# EDITORIAL INTEGRITY AND BRAND SAFETY

## INDEPENDENT COVERAGE

1. Sponsored content is always labelled; editorial coverage cannot be purchased.
2. Clients may review for factual accuracy, never control independent coverage.

## EVIDENCE AND DISCLOSURE

1. Medical, environmental and technology claims need reliable evidence and specialist review; no greenwashing.
2. Conflicts of interest disclosed; generative AI use verified by humans and disclosed.

No misleading native placements, fabricated endorsements or hidden paid links. Scitke may decline campaigns that conflict with legal, scientific or editorial standards.



PARTNERSHIP PROCESS

# FROM ENQUIRY TO OPTIMISATION

1. ENQUIRY
2. OBJECTIVES AND AUDIENCE FIT
3. PROPOSAL AND SCOPE
4. SIGNED AGREEMENT / INSERTION ORDER
5. CREATIVE AND SCIENTIFIC COMPLIANCE REVIEW
6. PRODUCTION AND APPROVAL
7. PUBLICATION AND DISTRIBUTION
8. REPORTING AND OPTIMISATION

DELIVERY AND MEASUREMENT

# TIMELINES AND CAMPAIGN REPORTING

## DISPLAY PLACEMENT

**5–10 WORKING DAYS**

After approved assets.

## SPONSORED EXPLAINER

**10–20 WORKING DAYS**

After briefing and sources.

## RESEARCH REPORT

**4–8 WEEKS OR LONGER**

Depending on methods and review.

## CAMPAIGN REPORTING

Dates, delivered impressions, clicks, CTR, newsletter sends/opens/clicks, pageviews, engagement, event attendance and agreed lead metrics.

Attribution limits disclosed.

Planning estimates, not guaranteed SLAs.

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# REQUEST A TAILORED PROPOSAL


business@scitke.com

+244 945 553 413 - Whatsapp

https://scitke.com


Advertise page: scitke.com/advertise

Tell us your organisation, goal, audience, preferred vertical, format, budget range and dates.

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Placement, price, schedule and rights are confirmed only in a signed agreement.