

PAMJ

MEDIAKIT

2022

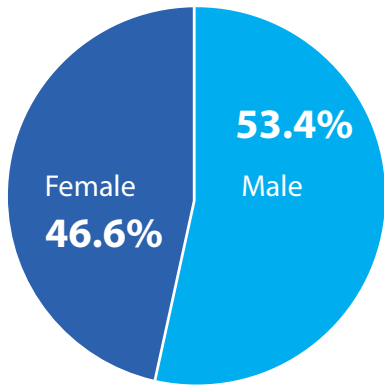
Background

Over the last 12 years, the PAMJ has grown to become the most influential medical journal and publisher in Africa. Since 2008, we received more than 39,000 manuscripts, with an average of 1000 manuscripts published every year from all over Africa and beyond.

PAMJ ECOSYSTEM

The largest in Africa, with close to 150,000 contributing authors, 7000 reviewers, and 14,000 monthly visitors, mostly (89%) from Africa.

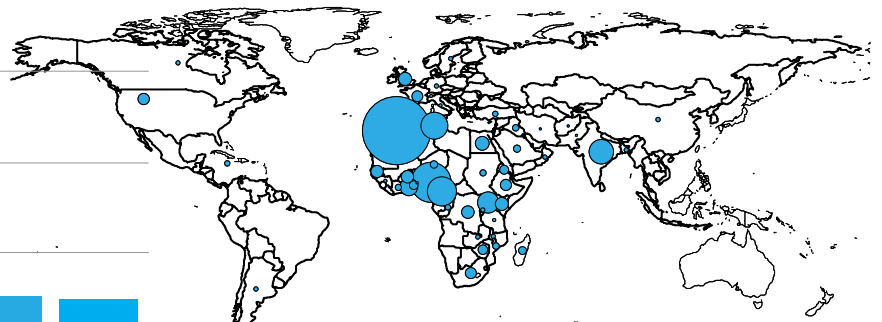
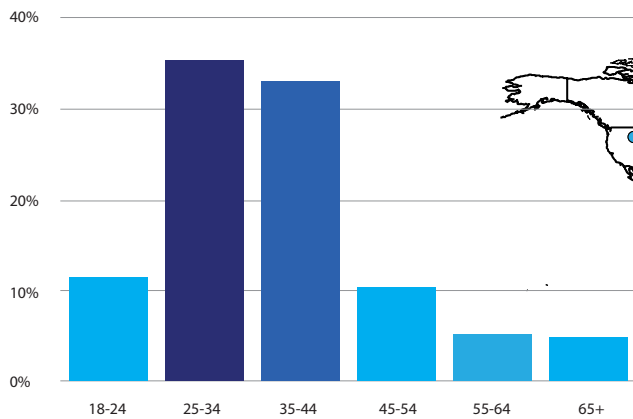
www.panafrican-med-journal.com



Our readership includes clinicians, practicing physicians, public health professionals and other health-allied professionals. According to Google Analytics, close to 14,000 users visit our website every month (80% < 45 years, 53% male). In Africa, the top 10 countries in terms of user access are: (in decreasing order)

Morocco, Nigeria, Tunisia, Ethiopia, Cameroon, Ghana, Congo, Algeria, Kenya & South Africa

Distribution by Age



Website user density by country

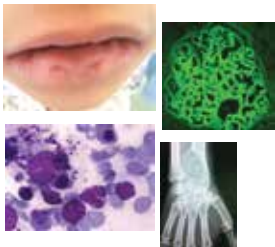
Our Journals



The Pan African Medical Journal

PAMJ Clinical Medicine

The Pan African Medical Journal Conference Proceedings



Images in Clinical Medicine

The largest collection of images in clinical medicine in Africa. More than 2,000 clinical iconographies.



PAMJ – Case Report

A large collection of clinical case reports.



Quiz in Clinical Medicine

An educational tool with close to 1,000 quizzes in clinical medicine for continuous medical education.

150,000
contributing authors since 2008

14,000
users visit our site every month

7,000
reviewers

Past clients

The Economist



Our Platforms



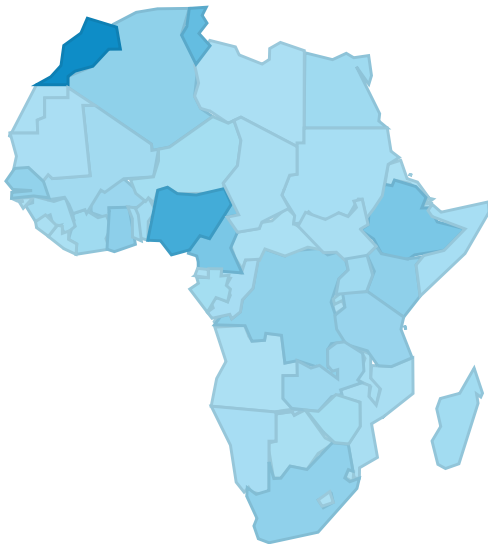
Publishing



Conferences



WEBSITE USERS AND NEW USERS PER COUNTRY IN AFRICA - JANUARY 2022 TO JUNE 2022

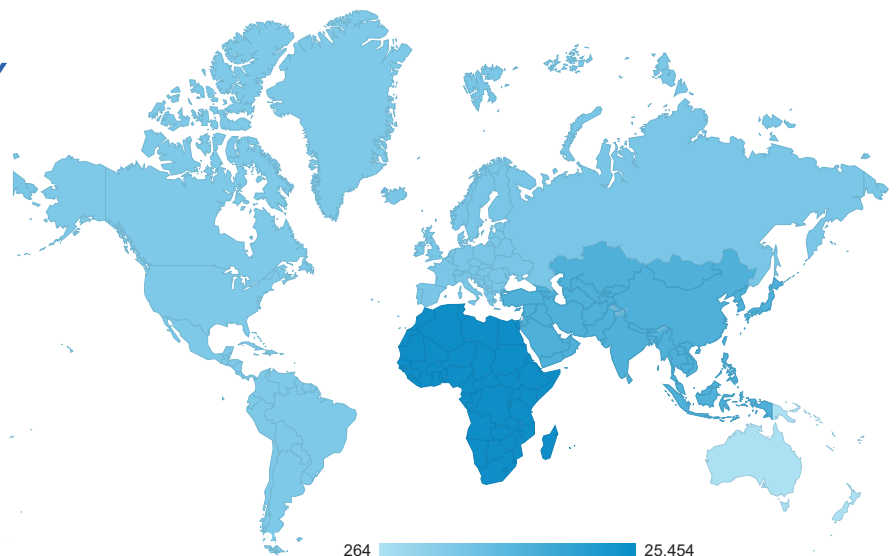


Country	Users	New Users
1. Morocco	5,176 (9.30%)	4,564 (8.82%)
2. Nigeria	3,234 (5.81%)	2,956 (5.71%)
3. Tunisia	2,222 (3.99%)	1,938 (3.75%)
4. Ethiopia	1,582 (2.84%)	1,416 (2.74%)
5. Cameroon	1,578 (2.84%)	1,422 (2.75%)
6. Ghana	972 (1.75%)	884 (1.71%)
7. Congo - Kinshasa	890 (1.60%)	828 (1.60%)
8. Algeria	886 (1.59%)	806 (1.56%)
9. Kenya	882 (1.59%)	800 (1.55%)
10. South Africa	846 (1.52%)	774 (1.50%)
11. Senegal	774 (1.39%)	686 (1.33%)
12. Tanzania	602 (1.08%)	556 (1.07%)
13. Burkina Faso	502 (0.90%)	458 (0.89%)
14. Zambia	418 (0.75%)	398 (0.77%)
15. Egypt	404 (0.73%)	378 (0.73%)

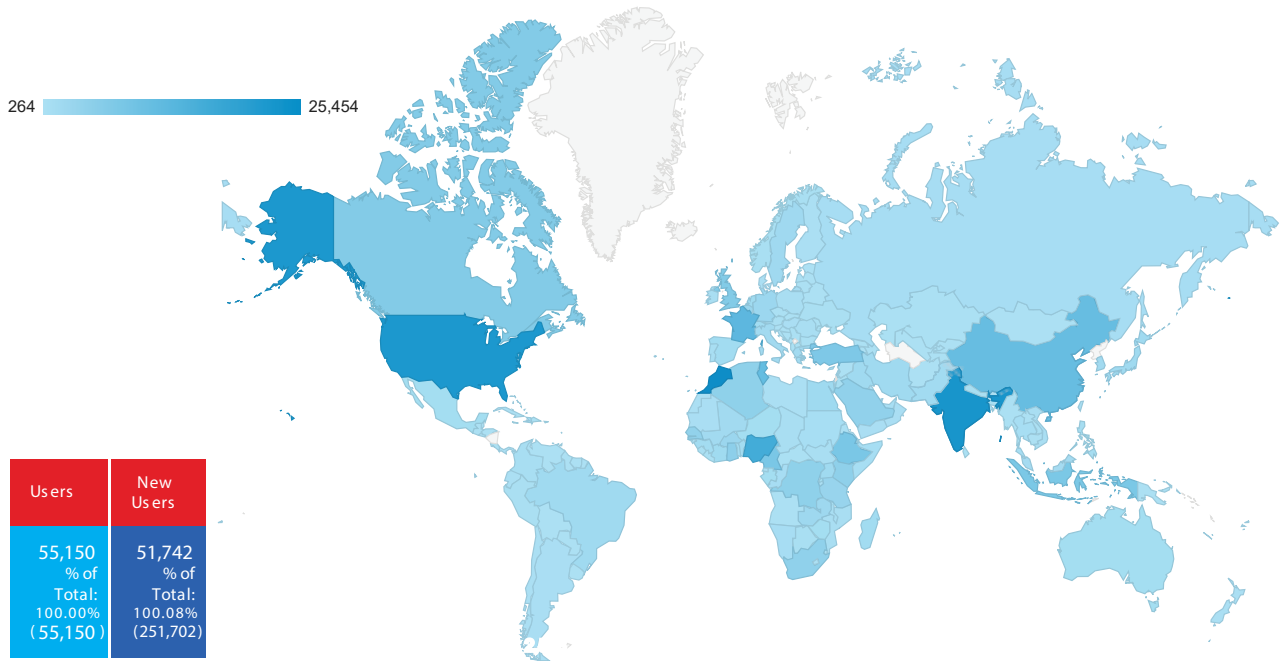
Country	Users	New Users
16. Uganda	368 (0.66%)	342 (0.66%)
17. Côte d'Ivoire	332 (0.60%)	312 (0.60%)
18. Mali	313 (0.56%)	270 (0.52%)
19. Madagascar	272 (0.49%)	264 (0.51%)
20. Guinea	268 (0.48%)	260 (0.50%)
21. Togo	266 (0.48%)	236 (0.46%)
22. Benin	236 (0.46%)	232 (0.45%)
23. Gabon	216 (0.39%)	178 (0.34%)
24. Niger	216 (0.39%)	196 (0.38%)
25. Rwanda	214 (0.38%)	186 (0.36%)
26. Zimbabwe	208 (0.37%)	96 (0.37%)
27. Congo - Brazzaville	168 (0.30%)	154 (0.30%)
28. Namibia	160 (0.29%)	144 (0.28%)
29. Somalia	146 (0.26%)	134 (0.26%)

GLOBAL WEBSITE USERS AND NEW USERS PER CONTINENT - JANUARY 2022 TO JUNE 2022

Continent	Acquisition	
	Users	New Users
1. Africa	25,454 (45.89%)	22,998 (44.45%)
2. Asia	14,302 (25.78%)	13,534 (26.16%)
3. Europe	7,802 (14.07%)	7,448 (14.39%)
4. Americas	7,124 (12.84%)	6,984 (13.50%)
5. (not set)	422 (0.94%)	420 (1.00%)
6. Oceania	264 (0.48%)	258 (0.50%)



TOTAL GLOBAL WEBSITE USERS AND NEW USERS PER COUNTRY | JANUARY 2022 AND JUNE 2022



Country	Users	New Users
1. Morocco	5,176 (9.30%)	4,564 (8.82%)
2. India	4,684 (8.42%)	4,394 (8.49%)
3. United States	4,505 (8.10%)	4,382 (8.49%)
4. Nigeria	3,234 (5.81%)	2,956 (5.71%)
5. France	2,514 (4.52%)	2,364 (4.57%)
6. Tunisia	2,222 (3.99%)	1,938 (3.75%)
7. China	2,126 (3.82%)	2,124 (4.10%)
8. Ethiopia	1,582 (2.84%)	1,416 (2.74%)
9. Cameroon	1,578 (2.82%)	1,422 (2.75%)
10. Indonesia	1,528 (2.75%)	1,400 (2.71%)
11. Turkey	1,424 (2.56%)	1,356 (2.62%)
12. Canada	1,276 (2.29%)	1,262 (2.44%)
13. United Kingdom	1,250 (2.25%)	1,174 (2.27%)
14. Ghana	972 (1.73%)	884 (1.71%)
15. Congo - Kinshasa	890 (1.60%)	828 (1.60%)
16. Algeria	886 (1.59%)	806 (1.56%)
17. Kenya	882 (1.59%)	800 (1.55%)
18. South Africa	846 (1.52%)	774 (1.50%)
19. Saudi Arabia	816 (1.47%)	742 (1.43%)
20. Senegal	774 (1.39%)	686 (1.33%)

Country	Users	New Users
21. Tanzania	602 (1.08%)	556 (1.07%)
22. Belgium	578 (1.04%)	855 (1.68%)
23. (not set)	522 (0.94%)	520 (1.00%)
24. Burkina Faso	502 (0.90%)	458 (0.89%)
25. Germany	472 (0.85%)	442 (0.85%)
26. Zambia	418 (0.75%)	398 (0.77%)
27. Egypt	404 (0.73%)	378 (0.73%)
28. Brazil	386 (0.69%)	378 (0.73%)
29. Iran	386 (0.69%)	356 (0.69%)
30. Iraq	382 (0.69%)	366 (0.71%)
31. Uganda	368 (0.66%)	342 (0.66%)
32. Japan	182 (0.33%)	354 (0.68%)
33. Sweden	354 (0.64%)	344 (0.66%)
34. Netherlands	334 (0.60%)	296 (0.57%)
35. Côte d'Ivoire	332 (0.60%)	312 (0.60%)
36. Greece	322 (0.58%)	304 (0.59%)
37. South Korea	320 (0.58%)	312 (0.60%)
38. Mali	314 (0.56%)	270 (0.52%)
39. Italy	308 (0.55%)	290 (0.56%)
40. Pakistan	286 (0.51%)	258 (0.50%)

Country	Users	New Users
41. Spain	278 (0.50%)	266 (0.51%)
42. Switzerland	272 (0.49%)	252 (0.49%)
43. Madagascar	272 (0.49%)	264 (0.51%)
44. Guinea	268 (0.48%)	260 (0.50%)
45. Togo	266 (0.48%)	236 (0.46%)
46. Benin	256 (0.46%)	232 (0.45%)
47. Malaysia	228 (0.41%)	216 (0.42%)
48. Gabon	216 (0.39%)	178 (0.34%)
49. Niger	216 (0.39%)	196 (0.38%)
50. Australia	214 (0.38%)	210 (0.41%)
51. Rwanda	214 (0.38%)	186 (0.36%)
52. Zimbabwe	208 (0.37%)	192 (0.37%)
53. Mexico	206 (0.37%)	206 (0.40%)
54. Philippines	184 (0.33%)	182 (0.35%)
55. Congo - Brazzaville	168 (0.30%)	154 (0.30%)
56. Namibia	160 (0.29%)	144 (0.28%)
57. Russia	160 (0.29%)	156 (0.30%)
58. United Arab Emirates	158 (0.28%)	144 (0.28%)
59. Haiti	158 (0.28%)	154 (0.30%)
60. Somalia	146 (0.26%)	134 (0.26%)

PAMJ Advertising opportunities

Format	Dimension	Location		Net rental cost (\$US per month)
Top-banner	700 x 110 px, no border, PNG only	Main page and all published articles	Ads are viewed from all locations	3000
			Ads are restricted geographically	1500
Square banner	365 x 230 px, no border, PNG only	Main page only	Ads are viewed from all location	2000
			Ads are restricted geographically	1000

Technical specifications

File types	Maximum weight	Minimum resolution
JPG, GIF, PNG	150k	75dpi

ALT TEXT	This is the text displayed when an ad banner loads or when the user hovers over the ad banner. Example: Paid for by XXX
AUDIO	Audio files are not permitted
ANIMATION	For animated ads, only animated gifs are permitted. Ads may loop at a maximum of 15 seconds and 18 frames/second
ADS PER BANNER	Only one product/job/event announcement per banner permitted
ART DEADLINE: seven (7) days prior to start date	

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All advertising is subject to PAMJ approval. PAMJ reserves the right to remove any ad it deems is or may be inaccurate, misleading, defamatory or otherwise contrary to the rights of PAMJ or third parties.

TERMS OF PAYMENT

Payment should be made before the ad is posted online; longer terms can be agreed upon for ads duration of more than 3 months. All payments are in US Dollars. The number of payment options available for our clients include: wire transfer, check and credit card. Cancellation of the ads must be in writing.

OTHER SPONSORSHIP OPPORTUNITIES WITH PAMJ

PAMJ can partner with organizations, firms for various activities. Training and capacity building in scientific writing through the PAMJ Capacity Building Initiative. Join workshops have been organized in South Africa, Ghana, Kenya, Uganda, Ethiopia

Training and capacity building in scientific writing through the PAMJ Capacity Building Initiative. Join workshops have been organized in South Africa, Ghana, Kenya, Uganda, Ethiopia

Joint Prices and Awards (Best thesis, best abstract, Best Oral Presentation, Best Poster, Best Case Report)

Case reports Grand-Rounds in hospitals and faculties

Advertising and sales: Mariette GuelleManifo sales-service@panafrican-med-journal.com

For joint activities with PAMJ, contact: sales-service@panafrican-med-journal.com

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