

# MEDIA & ADVERTISING KIT

**The Fumba Times**  
FROM ZANZIBAR TO THE WORLD – THINK GLOBAL, ACT LOCAL



**THE FUMBA TIMES** is Zanzibar's first English-language local lifestyle newspaper

**THE FUMBA TIMES** is published quarterly in Zanzibar - the next issues:

No 15 March - May 2023

No 16 June - August 2023

No 17 September - November 2023

No 18 December 2023 - February 2024

No 19 March - May 2025 ...and so on

**Editor-in-Chief:** Andrea Tapper

[editor@fumbatimes.com](mailto:editor@fumbatimes.com)

**Publisher/ Managing Editor:** Tobias Dietzold

**Circulation:** 20,000; readership 100.000+

**Distribution:** Zanzibar/Tanzania, Kenya, Dubai, Oman

**Subscribers:** Houseowners and investors of Fumba Town in 63 countries

**Publication:** quarterly

**Format:** broadsheet

[www.fumba.town/fumba-times](http://www.fumba.town/fumba-times)

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## ABOUT US

**THE FUMBA TIMES** is a vibrant local lifestyle newspaper from Zanzibar with universal appeal.

Besides features and reports about Zanzibar, our main focus is Fumba Town, East Africa's first eco-town and growing seaside community near the capital - hence the name **THE FUMBA TIMES**.

**Our aim is to inform, inspire, communicate and entertain.**

With insights on green research and urban planning, hands-on reports about healthy living, fashionable interior design, lifestyle and travel features, but also with a free exchange of views, we keep you abreast of developments in Africa and beyond.

**THE FUMBA TIMES** was founded in 2019. We adhere to the highest journalistic standards of accuracy and transparency.

## DISTRIBUTION

**THE FUMBA TIMES** uses complimentary multi-channel distribution in Zanzibar, Dar es Salaam, Nairobi, Dubai and Oman. We are available at major events and trade fairs, relevant hotels, shops, restaurants and many other tourist and regional attractions.

- 20.000 copies reaching 100,000+ readers per issue
- 3 months presence in the market
- Now available on all fast ferries Dar-Zanzibar-Dar and at exclusive distribution points at the airport of Zanzibar
- Reaching high-end customers and friends of Zanzibar all over the world with our exquisite mailing list of investors in over 63 countries

Looking at growing seaside development  
FUMBA TOWN from above

## ADVERTISING

**Your advantage in advertising your business with us:**

As a trusted, non-biased, unique media **THE FUMBA TIMES** generates the perfect platform for advertising your business to a relevant, genuinely interested and motivated readership with ties to Zanzibar, Tanzania and beyond.

Our readers look for advice, motivation, new brands and trends, investment opportunities, innovative products and services - especially in regards to property, interior decoration, lifestyle and tourism.

**To book and place an advertisement:**

Please deliver your ad in digital form in jpg, GIF or pdf format. Format information in mm (width x height).

Industry-standard reproduction and color tolerances in newspaper printing are to be considered. For contentually incorrect or incomplete data **THE FUMBA TIMES** cannot be held liable. Data improvement, if necessary, is charged to you.

## DEADLINE AND PAYMENT

**Deadline for placing and handing in your ad is 4 weeks before publishing date.** Payment due upon acceptance and invoice, latest 2 weeks prior to publishing date. If payment is not received in due time, the ad will be excluded from publication.

**THE FUMBA TIMES**

From Zanzibar to the world - think global, act local



# ADVERTISING RATE CARD

All sizes in mm, width x height

All prices plus VAT

Discount:

Early Bird Bookings:

- book withing the first month of a new Ediiton and get 10% discount!

If placed within one year

- 2 ads 10%

- 4 ads 20%

Attractive supplements, inlays and other advertising formats on request.

Ad design: If you want us to professionally design your ad for you, speak to us. Prices on request.

For advertisement contact:

Lorenz Herrmann

+255 625 997 534

advertising@fumbatimes.com

**THE FUMBA TIMES**

**Publisher: CPS Live Ltd.**

**P.O.Box 3564, Fumba Town,**

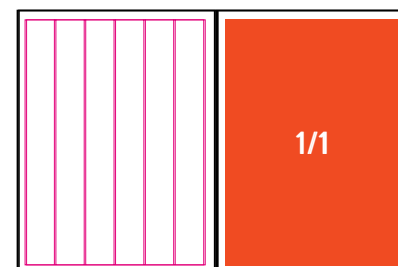
**Zanzibar, Tanzania**

**www.fumba.town**



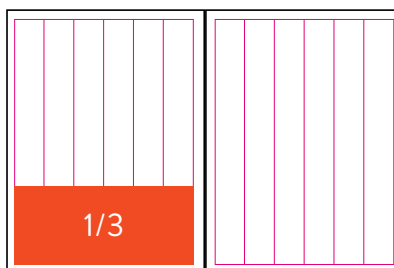
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US\$ 2,600



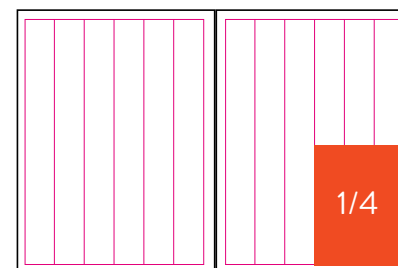
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US\$ 1,400



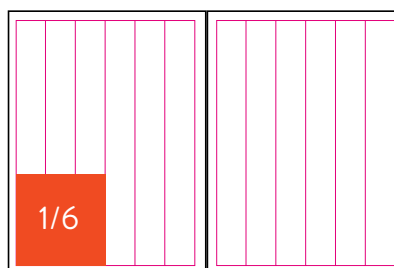
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US\$ 690



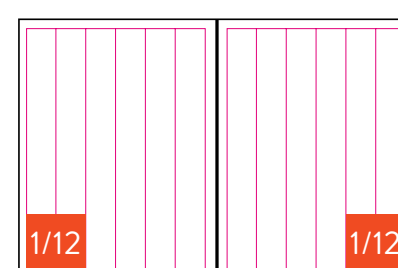
1/4 Page  
165 x 260

US\$ 590



1/6 Page  
165 x 175

US\$ 490



Square  
105 x 105

Cover/Back  
**US\$ 350**  
Inside  
**US\$ 250**

Classifieds  
**US\$ 100 each**