

MEDIA KIT 2026

Reach the people who follow Zambia's economy.

Independent economic news and analysis, edited in Lusaka
and written for business owners, investors, professionals
and policy makers.

17K

 Facebook followers

9,658

 page views since 31 July 2026

404

 articles published since July
2026

Sources: Google Analytics 4, 31 July to 12 October 2026; The Zambian Economist Facebook page, 13 October 2026; site publishing records.

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 Lusaka, Zambia

AUDIENCE

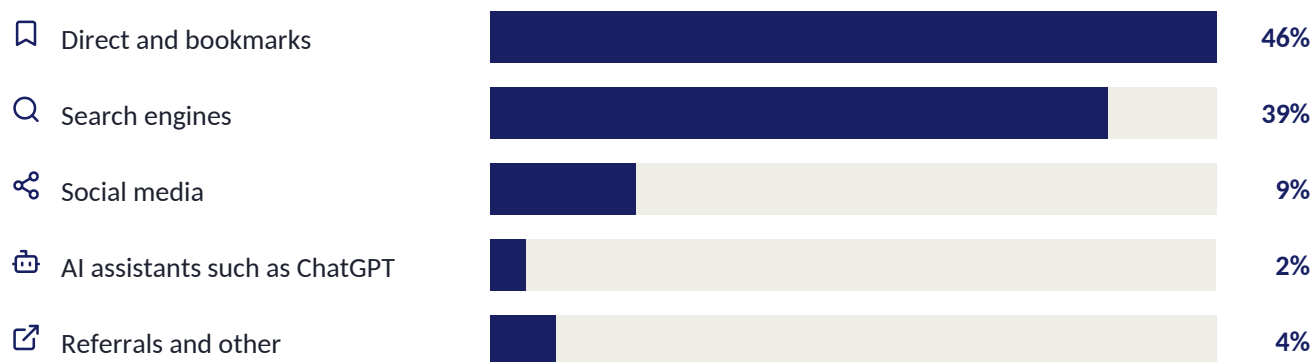
A Zambian readership that finds us on purpose.

Nearly half of all visits come from readers who type our address or return from a bookmark. Most of the rest arrive through search, looking for an answer on the economy.

 Last 30 days • 13 September to 12 October 2026

1,885  readers	2,468  visits	3,131  page views	2m 36s  average visit
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How readers arrive



Share of 2,468 visits.

Where they read

52%

 of readers are in Zambia

 Lusaka	918 readers
 Kitwe	55 readers
 South Africa	88 readers
 United Kingdom	49 readers

Lusaka is our largest single city by a wide margin. Regional and diaspora readers make up much of the rest.



17K followers

Every major story is shared to our page, with a discussion prompt for readers.

 SINCE ANALYTICS BEGAN

5,792 readers

9,658 page views across 7,587 visits, 31 July to 12 October 2026.

Sources: Google Analytics 4 for zambianeconomist.com, 31 July to 12 October 2026; Facebook page follower count, 13 October 2026. Percentages are rounded. Readers are GA4 total users.

WHAT WE PUBLISH

Daily economic coverage, sourced and dated.

We report what policy and data mean for the people and businesses who live with the results. Every figure names its source and the period it covers, which gives your brand a credible setting.

404

 articles since 3 July 2026

72

 new articles in the last 30 days

20

 organisations in our directory

Our desks



Macroeconomy and Policy

Inflation, the kwacha, rates, debt, growth



Banking and Finance

Credit, mobile money, capital markets



Leadership and Governance

Institutions and accountability



Technology and Innovation

Telecoms and digital services



Public Finance and Tax

The budget, revenue policy, public spending



Agriculture and Mining

Copper, maize, energy, exports



Entrepreneurship and Startups

Regulation, tax and finance for SMEs



Auditor General Explained

Public audit findings in plain language

Most read

1. From Resit to Robes: Farai Mudadi Called to the Zambian Bar
2. A Decade of Drift: How Zambia Broke the Auditor General's Office
3. Hichilema Swears In Four Ministers
4. Zambia Raises Petrol to K31.46 and Diesel to K33.27
5. Zambia Agricultural and Commercial Show 2026

Ranked by on-site article views to 13 October 2026.



Formats

News and analysis

Explainers and data stories

Guest columns by economists and practitioners

The Ledger, our weekly email briefing

Business directory and events listings

Sources: zambianeconomist.com publishing records and on-site view counter, 13 October 2026.

ADVERTISE WITH US

Packages and rates

Book a package as it stands, or ask us to shape one around your campaign objectives and creative.



Starter

K1,500 / 30 days

Rotating homepage banner
Standard directory listing
Quarterly newsletter mention



Growth MOST POPULAR

K4,500 / 30 days

Homepage and category banners
Featured directory listing
One sponsored article a month
Monthly newsletter feature



Enterprise Custom

Multi-channel campaign
Corporate interview or profile
Event partnership
Campaign reporting

✓ Listings

Standard directory listing	K600 a year
Featured directory listing	K1,350 a year
Event listing	K1,000 per event



Editorial independence

Placements fund the publication. They buy visibility, never a say over what we cover or how.



BOOK A CAMPAIGN

Let's plan your next campaign.

Email info@zambianeconomist.com or call +260 775 574 228.

Book online at zambianeconomist.com/advertise