



# ZUVA MEDIA

*Our Stories. Our Stage.*

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## ADVERTISER MEDIA KIT & RATE CARD

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Reach African & Caribbean Audiences — At Home and Across the Diaspora

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## The Opportunity: One Platform, Both Ends of the Corridor

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Zuva is a free, ad-supported streaming platform built for African and Caribbean stories — watched by communities at home across Africa and the Caribbean, and by their diaspora across the UK, Canada, the USA, and beyond.

***Zuva is the only platform that can put your brand in front of a Zimbabwean viewer in Harare and their relative in London — in the same campaign.***

That matters because the money, the culture, and the loyalty move in both directions along that same corridor. Africa's diaspora sends over \$100 billion home every year — more than foreign aid and foreign direct investment combined. Every fintech, airline, and remittance brand already knows this corridor exists. Zuva is the first media platform built to sell advertising directly along it.

### Why Advertisers Are Underserved Here Today

African and Caribbean audiences have historically been priced as low-value remnant inventory on open ad exchanges — not because the audience lacks value, but because no platform has sold their attention directly, with real cultural context, to the brands who specifically want to reach them.

- YouTube pays African creators \$0.50-\$1.50 RPM, a fraction of the \$4-12 Western RPM — the same content, priced structurally lower
- No major streaming platform (Netflix, Disney+) operates an ad-supported tier across African markets
- Showmax — Africa's largest local streaming platform — shut down in 2026 after \$522M in losses, proving subscription models don't work here
- Zuva's free, ad-funded model is the structural fix — and the diaspora+local targeting is the structural differentiator

# The Audience

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|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>8-10M</b><br>African & Caribbean diaspora<br>across UK, Canada, USA | <b>\$100B+</b><br>Sent home by the diaspora every<br>year — more than foreign aid + FDI<br>combined | <b>1.3B</b><br>People across Africa, with<br>smartphone and mobile internet use<br>growing fast |
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## Diaspora Snapshot

| Market         | Diaspora Population                          | Key Data Point                                            |
|----------------|----------------------------------------------|-----------------------------------------------------------|
| United Kingdom | 2.4M Black African/Caribbean/Mixed           | 13.5% of London's population<br>(Census 2021)             |
| Canada         | 1.55M Black Canadians                        | 32.6% African-born, 21.0%<br>Caribbean-born (2021 Census) |
| USA            | 2.1M+ African-born (4.5M+ incl.<br>ancestry) | 246% growth in African-born<br>population, 2000-2019      |

## Diaspora Spending Power

Diaspora households earn 60-70% of their host country's national median income — still 15-30x higher than median incomes in their home countries. This is precisely why diaspora audiences represent premium, high-intent advertising inventory for any brand serving the remittance, travel, or cross-border financial corridor.

| Group                     | Median Household Income | vs. Host Country Median   |
|---------------------------|-------------------------|---------------------------|
| African immigrants (US)   | \$54,000-58,000         | National median: \$83,730 |
| Caribbean immigrants (US) | \$52,000-58,200         | National median: \$83,730 |

## Ad Formats

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Zuva offers a full range of video and display formats across the platform:

- Pre-roll video (5-second skip) — plays before content, highest-attention placement
- Native in-feed sponsored cards — blends naturally into the content feed
- Flares in-feed ads — placed within Zuva's short-form vertical video feed
- Sidebar display (300x250) — desktop and tablet placements
- In-video banner — overlay placement during playback
- Homepage masthead — premium full-width placement, Enterprise tier only
- Halftime sponsor slate — exclusive to Zuva Sports live broadcasts

***Every format is served through Google Ad Manager with full geo-targeting — by country, city, neighbourhood radius, or diaspora status.***

## Targeting Options

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Zuva's targeting is built around one simple but powerful distinction: where a viewer currently is, versus where their content comes from. No other platform sells both.



### Neighbourhood

Target viewers within a set radius (1-50km) of a physical location. Built for local businesses — restaurants, salons, events — who want to reach their immediate community.



### City

Target all viewers in a specific city. For businesses with city-wide reach — retail chains, local service providers, regional brands.



### Country

Target all viewers in one or more African or Caribbean countries. For national brands, telecoms, and multi-location businesses.



### Diaspora

Target viewers currently living abroad whose content-viewing history shows a connection to a specific home country — a Nigerian in London, a Jamaican in Toronto. This is the segment no general platform can isolate, and it is Zuva's single greatest advertising asset.



### Homecoming Seasonal

A limited six-week window (November 15 - January 5) targeting diaspora viewers actively planning trips home for the holidays. Built for hospitality, travel, events, and remittance brands who know this is the highest-intent window of the year.

## Rate Card

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*Pricing is anchored to real, researched benchmarks — not guesswork. Local African inventory is priced against Meta and YouTube African CPM data; diaspora inventory is priced against Pluto TV and Tubi FAST-tier benchmarks in the UK, Canada, and USA.*

| Tier                | Price            | Targeting                         | Est. Impressions | Effective CPM |
|---------------------|------------------|-----------------------------------|------------------|---------------|
| Neighbourhood Spark | \$19/mo          | Local radius (1-10km)             | 6,000            | ~\$3.17       |
| City Rise           | \$49/mo          | City-wide                         | 16,000           | ~\$3.06       |
| Regional Amplify    | \$149/mo         | Multi-country Africa              | 40,000-50,000    | ~\$3-3.75     |
| Diaspora Connect    | \$249/mo         | One diaspora market (UK/CA/US)    | 15,000-18,000    | ~\$14-16      |
| Homecoming Seasonal | \$349 flat       | Diaspora + home, Nov 15-Jan 5     | 22,000 combined  | ~\$16 blended |
| Enterprise IO       | \$2,500-\$25,000 | Multi-market, guaranteed delivery | 125K-1.5M        | \$15-\$20     |

## Payment Methods

Zuva accepts the payment method that actually works in your market:

- EcoCash & OneMoney (Zimbabwe, via Paynow)
- Mobile money & cards across Africa (via Flutterwave)
- Cards & bank transfer (Caribbean, via WiPay)
- International cards (Stripe — UK, Canada, USA, Australia)
- Mukuru cash deposit (Zimbabwe — walk into any agent)

## For Enterprise & Agency Partners

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Running a multi-market campaign, a remittance corridor promotion, or a sponsorship? Zuva's Enterprise tier offers:

- Guaranteed impression delivery with a 10% buffer
- Third-party verified completion and delivery reporting
- Frequency capping and category exclusivity
- Custom creative integration, including Zuva Sports broadcast sponsorships
- Dedicated account management

*A fintech targeting Zimbabweans sending money home can reach the sender in London AND the recipient in Harare — in one campaign. No other platform can offer that.*

## Get Started

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Ready to advertise? Visit [advertise.zuva.tv](https://advertise.zuva.tv) to set up your campaign in minutes — choose your targeting, pick a package, upload your creative, and pay with the method that works in your market.

**[advertise.zuva.tv](https://advertise.zuva.tv)**

For Enterprise inquiries: [zuvaplustv@gmail.com](mailto:zuvaplustv@gmail.com)

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