

East Africa's business news, market & consumer intelligence platform

Khusoko is East Africa's multimedia news, market intelligence, and consumer insights platform. Founded in Nairobi, Kenya, Khusoko covers the stories, decisions, products, and trends shaping everyday economic life across the region — reported with accuracy, independence, and depth.

From boardroom strategy to grassroots consumer choices, Khusoko bridges high-level corporate intelligence with practical, real-world reporting, serving business professionals, investors, entrepreneurs, policymakers, and everyday consumers alike.

OUR MISSION

To empower East African businesses, investors, and everyday citizens with accurate, timely, and independent information because East Africa's economic story, at every level, deserves to be told with clarity and trust.

HEADQUARTERS

Nairobi, Kenya

COVERAGE

Kenya, Tanzania, Uganda, Rwanda,
DRC, Burundi

AUDIENCE

Decision-makers (C-suite, investors,
regulators, bankers) and everyday
consumers & professionals

CHANNELS

Web, newsletter, video, and social
(Facebook, X, Instagram, LinkedIn,
YouTube, TikTok, Telegram, WhatsApp)

EDITORIAL STANDARDS

Independent — no political, government,
or commercial affiliation. Every story is
fact-checked and source-verified.

Two audiences. One trusted platform.

Khusoko reaches the people who make decisions in the boardroom — and the people who make decisions at the till.



C-suite executives

Corporate decision-makers across banking, telecoms, and industry



Investors & fund managers

Capital allocators tracking markets and deal flow



Regulators & policymakers

Officials shaping the rules that govern the region's economy



Bankers & finance pros

Practitioners following rates, results, and regulation



Entrepreneurs, SMEs & MSMEs

Founders and SME owners building East Africa's private sector



Everyday consumers

Shoppers & households seeking personal finance, product & lifestyle guidance

A direct bridge to the everyday East African consumer

For brands, corporates, and FMCG businesses looking to launch or scale products, Khusoko breaks down complex financial and product topics into clear, relatable stories — across digital, social, newsletter, and video formats — so your message resonates with everyday people, not just the boardroom.

- ✓ Product features & reviews reaching household decision-makers
- ✓ Personal finance content that builds everyday trust in your brand
- ✓ Lifestyle & retail storytelling that sits alongside market news

DUAL-AUDIENCE VALUE

One campaign, two audiences

Boardroom

C-suite, investors & regulators tracking policy and capital

Household

Shoppers, professionals & families making everyday choices

“Khusoko provides the reliable information you need to make informed decisions — from macroeconomic shifts to daily financial and lifestyle choices.”

Four reasons brands choose Khusoko over generic reach

01

Audience quality over volume

Every placement reaches readers who approve budgets, allocate capital, or set policy not anonymous traffic.

02

Category authority

Khusoko owns 13 named verticals — from banking to health to lifestyle — so sponsorship reads as endorsement, not interruption.

03

Regional reach, local trust

One buy covers Kenya, Tanzania, Uganda, Rwanda and the wider EAC, with the credibility of a trusted local newsroom in each.

04

Boardroom to household

Reach C-suite decision-makers and everyday consumers in a single campaign, across news, social, and video.

Own a vertical your customers already read

13 verticals across two worlds: decision-maker intelligence and everyday consumer life.

Banking & Finance

Corporate results, regulation, capital markets — ideal for banks, insurers, payments.

Economy & Markets

Macro trends, trade, and investment flows — ideal for asset managers, exchanges.

Technology & Innovation

Fintech, telecoms, mobile money & electronics — ideal for telcos, SaaS, mobile money.

Entrepreneurship & SMEs

Founders, investors, business models — ideal for accelerators, VCs, banks' SME arms.

Personal Finance

Loans, savings, everyday banking advice — ideal for banks, insurers, fintech apps.

Khusoko Green Ledger (ESG)

Climate finance, sustainability — ideal for development finance, energy, agribusiness.

Plus seven verticals reaching the mass-market consumer

Agriculture

Farming, agribusiness & value chains — ideal for agri-inputs, insurers, development finance.

Health & Wellness

Healthcare, insurance & wellbeing — ideal for insurers, pharma, wellness brands.

Property & Real Estate

Housing, mortgages & retail space — ideal for developers, banks, home & retail brands.

Retail & FMCG

Consumer products powering daily life — ideal for FMCG, retail chains, e-commerce.

Arts, Culture & Entertainment

Entertainment, books & family life — ideal for media, telcos, consumer brands.

Fashion & Style

Style, beauty & personal brands — ideal for fashion, beauty & retail advertisers.

Food & Drink

Dining, beverages & culinary culture — ideal for FMCG, hospitality, beverage brands.

Travel & Leisure

Tourism, hospitality & getaways — ideal for airlines, hotels, tour operators.

Formats that fit how our audience actually reads

1

Display & banner

Homepage and section placements across desktop and mobile.

2

Sponsored / native articles

Editorial-style content marked as sponsored, written to Khusoko's editorial standard.

3

Newsletter placements

Dedicated blocks in Khusoko's business & markets newsletter.

4

Video & YouTube integration

Pre-roll, host-read mentions, or co-produced explainers.

5

Social amplification

Boosted distribution across Facebook, X, Instagram, LinkedIn & TikTok.

6

Messaging & community

WhatsApp channel broadcasts and Telegram distribution.

Three ways to partner

Rates exclusive of 16% VAT. Save up to 20% with multi-month bookings.

STARTER

Awareness

KES 55,000 / mo

- ✓ 3 sponsored articles + sidebar banner
- ✓ 6 social posts (Facebook, Instagram, X & LinkedIn)
- ✓ Monthly performance report

GROWTH

Engagement

KES 130,000 / mo

- ✓ 2 Khusoko-written sponsored articles
- ✓ Homepage sidebar banner
- ✓ 4 social posts (X, LinkedIn, Facebook, IG)
- ✓ LinkedIn newsletter banner ad
- ✓ Monthly analytics report

AUTHORITY

Most popular

KES 280,000 / mo

- ✓ Everything in Growth
- ✓ 8 social posts + WhatsApp broadcast
- ✓ Dedicated newsletter feature
- ✓ TikTok / YouTube video
- ✓ Dedicated account manager

Own the placements readers see first

Monthly rates, exclusive of 16% VAT. Minimum booking: 1 month.

PLACEMENT	DIMENSIONS	RATE (KES / MONTH)
Homepage Hero Banner	970 × 250 px	KES 120,000
Category Takeover (exclusive)	All placements, one section	KES 180,000
Homepage Leaderboard	728 × 90 px	KES 95,000
Article Page Leaderboard	728 × 90 px	KES 65,000
Sidebar Rectangle (Homepage)	300 × 250 px	KES 55,000

Built for decision-maker reach — and editorial trust

	GENERIC AD NETWORK	SINGLE-COUNTRY OUTLET	KHUSOKO
Audience seniority	Unknown / mixed	Mixed	C-suite, entrepreneurs, SMEs, investors, regulators
Reaches everyday consumers	Rarely	Sometimes	Yes — dedicated lifestyle & retail verticals
Regional (EAC) reach	Variable	No — single market	Yes — 6 EAC markets
Category authority	None	Sometimes	Owns 13 named verticals
Content integration	Banner only	Limited	Native, video, newsletter, social
Editorial independence	N/A	Varies	Independent — no political, government or commercial affiliation

Ready to reach East Africa's decision-makers and consumers?

1

Discovery call

Tell us your audience and campaign goals.

2

Custom proposal

We match objectives to verticals, formats, and tiers.

3

Launch & report

Go live with monthly performance reporting.

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