# Business Radar

Media kit 2026 · Kenya edition, prices in Kenya shillings · Rates valid from 21 November 2026

Business Radar publishes news, guides, calculators and trackers on money and business in Kenya. Every price in this kit is fixed and can be paid online.

## Who we write for

Our pages are written for small-business owners, SACCO members, people comparing loans, savings and bank charges, and professionals following Kenyan companies, markets and policy.

## What we cover

- Personal finance and banking
- SACCOs
- Business and company news
- Markets
- Real estate
- Technology and startups
- Energy, fuel and electricity
- Mobile money
- Careers and education

## Articles and listings

| PRODUCT | WHAT YOU GET | PRICE |
|---|---|---|
| **Sponsored article or editorial contribution** | About 1,000 words on a topic linked to your business. We write it, or edit your article to our standards. You approve it before it goes live. Labelled Sponsored, up to 2 links, kept online permanently. Ready in 3 working days. | **KSh 13,000** |
| **Press release** | Lightly edited and published in News, labelled Press release, with a link to you. Ready in 2 working days. | **KSh 3,500** |
| **Press release pack** | Three press releases, used whenever you need them. | **KSh 9,000** |
| **Newsletter slot** | A labelled sponsored slot in one issue of our weekly email. | **KSh 3,000** per issue |
| **Featured company listing** | A Featured box with your logo, verified contacts and a link on the Business Radar page about your company or its branches. | **KSh 2,500** per month |
| **Featured company listing, 12 months** | The same Featured box for a full year. | **KSh 20,000** per year |
| **Featured row on the lender tracker** | A labelled Featured row on the verified lender tracker for 30 days. Licensed lenders only. | **KSh 2,500** 30 days |
| **Black Friday featured spot** | A labelled Featured spot in our Black Friday guides, 20 to 30 November 2026. | **KSh 5,000** until 30 Nov |

## Packages

| PRODUCT | WHAT YOU GET | PRICE |
|---|---|---|
| **Starter** | One sponsored guide written by us, a check of how search engines and chat assistants describe your company, and one newsletter mention. | **KSh 25,000** one-off |
| **Growth** | Three sponsored guides a month, a branded calculator, a full search visibility review and four newsletter slots. Three-month minimum, one payment. | **KSh 180,000** 3 months |
| **Partner** | Lead sponsorship of a quarterly data report, six guides, a calculator and a repeat search visibility review. | **KSh 150,000** per quarter |

A branded calculator on its own, and content for your own channels, are quoted per brief.

## How paid content is labelled

- Every paid item is labelled Sponsored, Press release or Featured, and paid links are marked as sponsored for search engines.
- We sell labelled articles, listings and newsletter slots. Display ads are labelled banners; we never sell pop-ups.
- No adverts on the homepage, checkout or shop pages.
- Payment never buys a ranking, a review score or a place in our comparisons.
- We check the facts a sponsor gives us and decline unlicensed lenders, pyramid schemes and betting promotions aimed at minors. Declined placements are refunded in full within 2 working days.

## How to pay

Pay in shillings with M-Pesa or a card through Paystack, using the button next to each product on businessradar.co.ke/advertise/. A confirmation goes to the email you enter.

**Book or ask a question**
Email info@businessradar.co.ke · WhatsApp +254 790 939 404
Rate card and online payment: businessradar.co.ke/advertise/