

## PARTNERSHIP PACKAGES 2026

### Why Mizizi

Mizizi, meaning roots in Swahili, reflects the many knowledge systems, cultures and relationships that sustain food and farming systems across Africa. Our stories reflect this diversity and richness that provides a base to transition to resilient and just food systems. Our small, committed team brings together experience in journalism, agroecology, knowledge facilitation and movement communications. We work closely with a wider network of contributors, practitioners and storytellers in our publishing home of the registered Mycelium Media Colab Cooperative.

### Our vision and mission

Our vision is of 'Just and resilient food and farming systems rooted in land, culture and shared knowledge across Africa'. Our mission is to amplify farmer-led, indigenous and agroecological knowledge through grounded storytelling that supports learning, advocacy and long-term food system change.

### Our approach to partnerships

Mizizi works through values-aligned partnerships that support learning, visibility and influence. We collaborate with civil society organisations, research institutions, networks and ethical businesses to produce credible, non-extractive stories and knowledge products. Across all partnerships, we prioritise clarity, trust and long-term impact over volume or promotion, and maintain a clear separation between editorial decision-making and paid collaborations.

### How Mizizi Magazine works

- The **main editions** are home to country and network updates, feature stories from across Africa, regular columns, voices of youth, and funding and networking opportunities. They are published quarterly. Production typically follows a six-week cycle including commissioning articles, editing, design and distribution.
- The **special editions** focus on a theme, topic or programme, bringing together farmer and practitioner voices, learning from the field, cultural insight and policy-relevant reflection. Production typically follows a six-week cycle including story development and distribution.

Mizizi Magazine is published as a web-and-mobile friendly version and a downloadable PDF for offline sharing and reuse. It is currently distributed to 16 000 people (Africa, United States, Europe, Australia) through email to subscribers, through partner newsletters, and to regional and continental WhatsApp groups. It is also available on the United Nations Food and Farming Family database. Our new web-based model will be able to generate deeper insights into audience engagement and interests.

# ADVERTISING & BRAND PACKAGES

These packages are for ethical businesses and practitioners working in food, farming and sustainability. Our audience is engaged, values-driven and discerning. Advertising with Mizizi places your brand within a trusted editorial environment focused on long-term impact.

## HOW WE PARTNER: THREE PATHWAYS

### Display advertising

**Visible, respectful placement within high-quality editorial content.**

**This package is best for:** Products or services aligned with organic and agroecological practice / Small and medium enterprises seeking targeted reach.

**What you get:** Quarter-page, half-page or full-page adverts / Adverts remain visible for the full life of each issue.

### Rates for display advertising

- **Quarter-page advert USD150:** Best for individual products, services or first-time advertisers.
- **Half-page advert USD250:** Best for established brands seeking stronger visibility.
- **Full-page advert USD400:** Best for flagship products, launches or category leadership.

### Sponsored content

**Tell a deeper, more credible story about your work.** Sponsored content is clearly labelled and edited to our editorial standards. It focuses on context, use and value rather than sales language.

**This package is best for:** Products or services that need explanation / Ethical brands building trust, not hype.

**Options include:** Sponsored feature articles / Product or service profiles / Interviews or explainers.

### Rates for sponsored content

- **Sponsored feature article (800–1 200 words) USD600:** Best for complex products, services or approaches that benefit from deeper explanation. Includes editorial support, publication in Mizizi Magazine, a standalone PDF, one blog or LinkedIn article and four ready-to-use social media posts.
- **Product or service profile (500–700 words) USD350:** Best for clear, focused offerings that need credibility and context. Includes publication in Mizizi Magazine, a standalone PDF and four ready-to-use social media posts.
- **Sponsored interview or explainer USD450:** Best for founder-led brands, specialist services or values-driven practitioners. Includes publication in Mizizi Magazine, a standalone PDF and four ready-to-use social media posts.

### Brand partnerships and campaigns

**Sustained visibility aligned with themes that matter.** We design longer-term partnerships linked to specific issues, sectors or moments.

**This package is best for:** Brands seeking association with organics, agroecology and regenerative practice / Campaigns aligned to learning, innovation or transition.

**What you get:** Multi-issue placements / Integration into themed editions / Bundled newsletter and social promotion

### Rates for brand partnerships and campaigns

- **Three-issue display package:** 10% discount on display advertising rates.
- **Six-issue display package:** 20% discount on display advertising rates.
- **Integrated campaign package: From USD1 200:** Typically combines sponsored content, display advertising and newsletter placement across multiple issues, designed collaboratively.
- Discounts may be available for cooperatives, social enterprises and long-term partners by arrangement.