

KPDA Media Weekly Review Report as at 7th April 2023

KPDA SECRETARIAT DE-BRIEF

THE Q1 DEVELOPERS DIGEST

ADVERTISEMENT OPPORTUNITIES! PROMOTE YOUR BRAND AND REACH A TARGETED AND ENGAGED AUDIENCE IN REAL ESTATE.



The Developer's **Digest**

A Publication by the Kenya Property Developers Association

ADVERTISE WITH US

The Developer's Digest is filled with current industry news, updates on the Association's ongoing activities, views, interesting facts and specialty advertising messages.

Looking for the perfect place to advertise your business to a highly engaged and targeted audience? Look no further than the KPDA Developers Digest! Our publication is read by thousands of real estate developers, contractors and investors, making it the perfect place to get your message in front of the right people.

For more information

Kindly reach out to Yvonne Ndegwa on telephone 0725 286 689 or by email to membership@kpda.or.ke / ceo@kpda.or.ke.



Kenya Property Developers Association



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THE DEVELOPER'S DIGEST RATE CARD 2023

ADVERTISE WITH US! Call us on 0725286689 or find us on email at membership@kpda.or.ke

The Developer's Digest

A Publication by the Kenya Property Developers Association

RATE CARD 2023



The Developer's Digest is a quarterly e-newsletter supported and published by the Kenya Property Developers Association and designed by Eric Ng'ang'a. It targets the various players in the property industry in Kenya and highlights a wide spectre of issues affecting our members, other professionals, manufacturers and both private and public sector players in the industry. We seek to encourage positive dialogue and development

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WHY ADVERTISE THROUGH THE DEVELOPER'S DIGEST?

- Our readership includes over of 3,000 our contacts who are KPDA members and partners as well as other industry players
- Our audience outreach also extends to our social media platforms and is uploaded onto our website which receives over 5,000 Unique Visitors and over 500,000 Hits monthly
- We offer a unique, flexible, converged media mix that helps advertisers communicate their message effectively. This includes our website, e-newsletter, social media platforms and focused events (such as our training and networking forums)

- We keep track of our readership and are sensitive to emerging issues in the industry
- It is a free and interactive online publication
- We at **The Developer's Digest** will work with you to create the most effective multi-platform advertising strategy that will ensure you reach your targeted consumer every direction they look. After all, the distance between you and your consumer, is no longer a straight line.

The Developer's Digest will also offer you advertising on our website with a direct link to you and your company's website. Please contact the KPDA secretariat via email on ceo@kpda.or.ke or call us on 0737 530 290 or 0725 286 689 for more information.

RATES PER TWO MONTH PERIOD

Quarter (1/4) page	Kshs. 10,000
Third (1/3) page	Kshs. 15,000
Half (1/2) page	Kshs. 22,500
Full page	Kshs. 30,000



DIGITAL INPUT/MECHANICAL REQUIREMENTS - ADVERTS

SIZE	WIDTH	DEPTH
¼ page (horizontal)	184.5mm	65mm
1/4 page (vertical)	90mm	125.5mm
1/3 page (horizontal)	210mm	90mm
1/3 page (vertical)	68mm	270mm
1/2 page (horizontal)	210mm	139mm
1/2 page (vertical)	105mm	265mm
Full page (theme colour)	210mm	247mm
Full page	210mm	297mm

NOTE: 300 dpi resolution; colour calibration RGB; not larger than 20MB; jpg format OR pdf PRESS QUALITY format with outlined text.

ONLINE ADVERTISING TERMS & CONDITIONS:

Payment is due within 15 days from when an invoice is issued. All payments should be made in the name of KPDA.

Banner ads may be pulled off if account balances are not paid by the due date. As space is limited, banner ads are sold on a first come, first served basis. All advertising is accepted subject to the publisher's approval upon determination that the products or service advertised are in keeping with **The Developer's Digest's** philosophy.

THE KPDA ANNUAL CONFERENCE 2023

ASANTENI SANA! THANK YOU TO OUR SPONSORS WHO MADE THE CONFERENCE A SUCCESS



PLATINUM SPONSORS



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DIAMOND SPONSORS



GOLD SPONSORS



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PANEL SPONSORS



BECOME A MEMBER TODAY

DON'T BE LEFT BEHIND! BE PART OF THE REAL ESTATE ADVOCACY CHAMPIONS

Apply now: <https://kpda.or.ke/membership> or call us on 0725286689 or find us on email at membership@kpda.or.ke













WHO ARE KPDA MEMBERS?

- Property Development Firms
- Real-estate Agents and Managers
- Industry Suppliers
- Professional Firms (Law firms, project managers, technology firms, Advisory firms etc)
- Government Agencies
- Financial Institutions Based Both in Kenya and Globally.
- Institutional investors and Managers

Principally, KPDA champions the interests of the industry to ensure a better business environment.

WHY JOIN KPDA?

 <p>(Advocacy) Be at the forefront of advocating for change and better environment in the built sector.</p>	 <p>(Advocacy) Get to air issues affecting yourselves and others to a body that realizes real change.</p>	 <p>(Information) Access to our database with top level management contacts.</p>	 <p>(Connections) One on one introduction to companies you would like to work with.</p>
 <p>(Connections) Access direct contact to regulatory bodies in the industry and the government departments touching on the built sector.</p>	 <p>(Information) Access to the latest news and trends in the industry.</p>	 <p>(Networking) Meet and exchange contacts with other members in networking events.</p>	
 <p>(Networking) Free members networking event.</p>	 <p>(Discounts) Get the privilege to negotiate sponsorship rates as a paid-up member.</p>		 <p>(Advocacy) Join a like-minded family.</p>

2023 KPDA PLATINUM MEMBERS



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www.kpda.or.ke

KPDA PLATINUM MEMBERS



Anjarwalla & Khanna LLP



FSD Kenya



Fusion Capital Ltd



CM ADVOCATES LLP

CM Advocates LLP



International Housing Solutions



MI VIDA
MY HOME, MY LIFE

Prism Resident Ltd



Gateway Real Estate Africa



Mabati Rolling Mills



NCBA

NCBA Bank



Purple Dot International



Britam Holdings



Kone East Africa Ltd



Safaricom Ltd

2023 KPDA CALENDAR OF EVENTS

MAKE YOUR PRODUCT, SERVICE OR BUSINESS STAND OUT! UTILIZE THE AVAILABLE SPONSORSHIP OPPORTUNITIES AT THE KPDA EVENTS ACROSS THE YEAR



CALENDAR OF EVENTS 2023

Kenya Property Developers Association is the Representative Body of the Residential, Commercial and Industrial Property Development Sector in Kenya.

For more information please contact the secretariat on **0725 286 689/0737 530 290**

JANUARY	MARCH	MAY	MAY	JUNE
KPDA CEO BREAKFAST FORUM Theme: The Real Estate Industry: Impact of Government Regulations on the Business Environment Date: Tuesday, 31st January 2023 Time: 7.00am - 10.30am Venue: Park Inn by Radisson, Westlands 	THE KPDA ANNUAL CONFERENCE Theme: Re-Imagining the Future of the Real Estate Sector Date: Thursday, 23rd March 2023 Time: 8.00am - 5.00pm Venue: Radisson Blu Upper Hill, Nairobi	11TH KPDA AGM & KPDA MID-YEAR CORPORATE NETWORKING (KOROGA) EVENT Date: Friday, 12th May 2023 Time: 6.00pm onwards Venue: Virtual & Physical Sponsorship Opportunities Available	EAST AFRICAN PROPERTY INVESTMENT SUMMIT Theme: Dynamic Frontiers Date: Wednesday 17 & Thursday 18 May 2023 Time: 8.00am - 5.00pm Venue: Radisson Blu Upper Hill, Nairobi Sponsorship Opportunities Available	KPDA HALF DAY WORKSHOP Theme: TBC Date: Thursday 8th June 2023 Time: 8.00am - 1.00pm Venue: TBD Sponsorship Opportunities Available
JULY	AUGUST	AUGUST	SEPTEMBER	OCTOBER
KPDA MORNING LEARNING SESSION Theme: TBC Date: Tuesday 4th July 2023 Time: 7.30a.m - 10.30am Venue: TBD Sponsorship Opportunities Available	KPDA HALF DAY WORKSHOP Theme: TBC Date: Tuesday 15th August 2023 Time: 8:00am - 1:00pm Venue: TBC Sponsorship Opportunities Available	KPDA ONLINE WEBINAR Theme: TBC Date: Wednesday 30th August 2023 Time: 9.00am - 10:30am Venue: Zoom Sponsorship Opportunities Available	KPDA CEO BREAKFAST FORUM Theme: TBC Date: Thursday 28th September 2023 Venue: TBC Sponsorship Opportunities Available	KPDA HALF DAY WORKSHOP Theme: TBC Date: Tuesday, 24th October 2023 Time: 8.00am - 11.30am Venue: TBD Sponsorship Opportunities Available
NOVEMBER	DECEMBER			
KPDA ONLINE WEBINAR Theme: TBC Date: Thursday, 9th November 2023 Time: 10.00am - 11.30am Venue: Zoom Sponsorship Opportunities Available	END OF YEAR KPDA CORPORATE NETWORKING EVENT Theme: TBC Date: Friday, 1st December 2023 Time: 6.00pm onwards Venue: TBD Sponsorship Opportunities Available			



Kenya Property Developers Association



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TOP STORIES OF THE WEEK: A RECAP OF WHAT DOMINATED THE HEADLINES



7th April 2023

Business Daily | Bonface Otieno | Friday 7th April 2023

PATCH AFRICA TO FUND BUYERS OF STIMA'S NGARA HOUSES

Patch Africa Housing will now finance buyers of Stima Investment Co-operative Society's low-cost houses in Ngara, Nairobi, under a tenant purchase scheme. [Read More.](#)

Business Daily | Joyce Kiragu | Friday 7th April 2023

ALTERNATIVE INVESTMENT VEHICLES TO HELP YOU UNLOCK FINANCIAL FREEDOM

The Covid-19 pandemic left us with so many lessons to learn from as far as investment is concerned. What may seem like a stable economy can quickly be turned upside down. [Read More.](#)

The Standard | Peter Theuri | Friday 7th April 2023

STUDENT ACCOMMODATION OPENS NEW INVESTMENT FRONTIER

When Josiah Mwangi received his admission letter from Dedan Kimathi University of Technology (DeKUT), he frantically sought accommodation in the neighbourhood but stumbled upon one surprise after another. [Read More.](#)

6th April 2023

Nation | Syovata Ndambuki | Thursday 6th April 2023

WHEN A CRIME TAKES PLACE IN RENTED PREMISES: WHAT LEGAL AND CIVIC DUTY DO LANDLORDS HAVE?

About a year ago, Maureen Njoki shared the painful story of the suffering her three-year-old baby, David Ndung'u, went through at the hands of her friend, Phylis Njeri and her boyfriend, Jackson Ngui. [Read More.](#)

5th April 2023

Business Daily | Barnabas Bii | Wednesday 5th April 2023

CLINKER PLANT GIVES WEST POKOT ECONOMIC HOPE

The construction of a clinker plant by Simba Cement in Sebit Hills of West Pokot County is promising to lift the fortunes of a region that bears the brunt of bandit attacks. [Read More.](#)

4th April 2023

Business Daily | Edna Mwenda | Tuesday 4th April 2023

FAHARI EYES SH200M FROM SALE OF TWO PROPERTIES

Listed property fund ILAM Fahari I-Reit is set to sell two buildings valued at Sh200.4 million as part of its plans to sell non-core assets and restructure its operations. [Read More.](#)

Business Daily | Morris Aron | Tuesday 4th April 2023

BUNGLED SHIFT TO ONE-STOP-SHOP DELAYS BILLIONS OF INVESTMENTS

It was billed as a game-changing one-stop-shop, but two years since its launch, Ardhi Sasa is the bane of many stakeholders in the real estate sector. [Read More.](#)

Business Daily | Lynet Igadwah | Tuesday 4th April 2023

MARRIOTT OPENS LUXURY LODGE AT MAASAI MARA

Global hotel chain Marriott International has opened its first luxury safari lodge property in Africa at the Maasai Mara National Reserve. [Read More.](#)

3rd April 2023

Business Daily | Kabui Mwangi | Monday 3rd April 2023

HF GROUP'S RETURN TO PROFITS LIFTS BRITAM HOLDINGS AMID STAKE SALE

HF Group's return to profitability is set to boost the earnings of its parent firm Britam Holdings which had announced plans to sell its 48.2 percent stake in the mortgage financier which has ambitions of becoming a mainstream bank. [Read More.](#)

For more information on the KPDA Media Weekly Review Report and available

Advertisement Opportunities

Kindly contact the KPDA Secretariat on **0737 530 290** or **0725 286 689** or email
communication@kpda.or.ke

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