THE REPUBLIC

CAN TRADITIONAL MEDIA BE 'COOL'?

How *The Republic* is capturing young audiences through… print??



INMA AFRICA AUDIENCE DEVELOPMENT SUMMIT

Wale Lawal, Founder, The Republic

DEC 2025

RPUBLC.COM

WE WON THE 2022 GOOGLE NEWS INITIATIVE INNOVATION CHALLENGE!

ONE WORLD MEDIA AWARDS 2021 SPECIAL MENTION

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‘We are not waiting for miracles. We are working small wonders with what we have.’

— *Es’kia Mphahlele*

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THE JOURNEY SO FAR

Since 2018, global audiences have trusted *The Republic* as a leading source of unrivalled coverage of Nigerian and broader African issues.



16
FULL TIME STAFF

100K+
DAILY AUDIENCE

50+
READER COUNTRIES

1,000+
FREELANCER NETWORK

13+
COUNTRIES COVERED

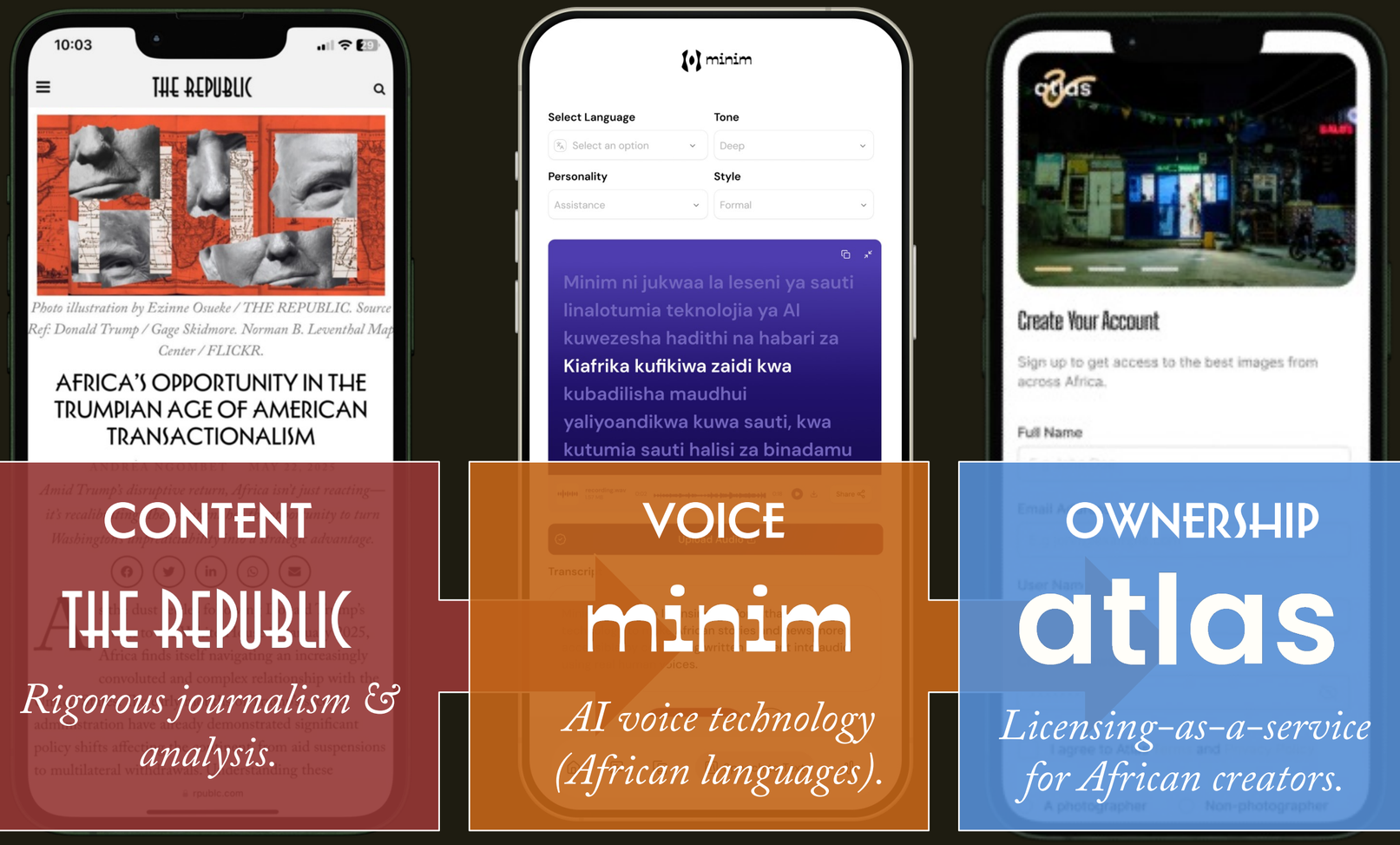
The Republic is an example of the new intellectual spaces that have opened up in Africa over the past decade. Youthful, tech-savvy and decentralised, its freelance writers touch on topics as diverse as modern slavery or the sexism of Fela Kuti, a revered musician.

The Economist

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THE REPUBLIC TODAY



A three-part information ecosystem.

Only one set of login details needed.

CONTENT

THE REPUBLIC

Rigorous journalism & analysis.

VOICE

minim

AI voice technology (African languages).

OWNERSHIP

atlas

Licensing-as-a-service for African creators.

TRUST

A sustainable and scalable pathway to better informed citizens and improved civic trust.

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THE REPUBLIC

FOCUS: THE REPUBLIC MEDIA

Our lifeblood is ambitious Africa-focused media coverage that audiences will not find anywhere else.

SHORTLIST
ONE WORLD MEDIA
AWARDS
2025

Disseminated through web, podcasts, print, email newsletters and social media, *The Republic*'s award-winning journalism deepens public understanding of governance and democracy, countering misinformation.

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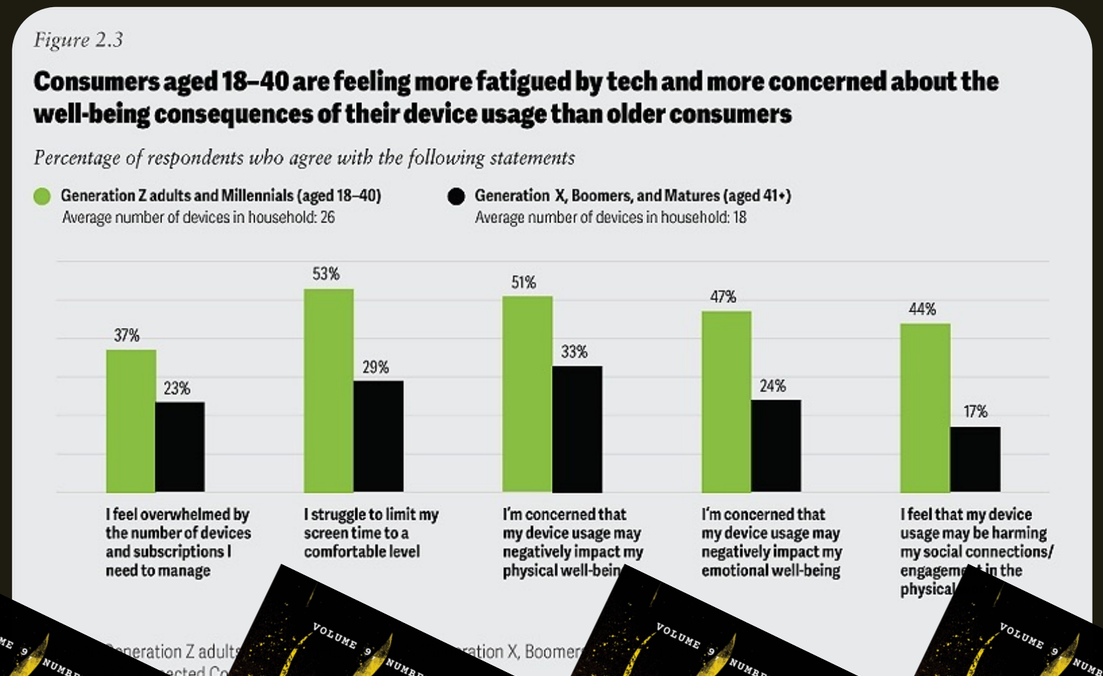




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THE PROBLEM

THE DIGITAL MEDIA ECOSYSTEM IS OVERCROWDED



SOURCE: DELOITTE

Digital fatigue is real.
High Reach ≠ High Impact.

But! Africa's print culture still holds weight and trust.



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OUR RESPONSE

A news experience designed for young African audiences.

DESIGN-LED PRODUCTIZATION

Bold, collectible, premium.



STRATEGIC DISTRIBUTION

Pop-ups, libraries, workshops.



TECH-ENABLED

QR codes linking to digital content.

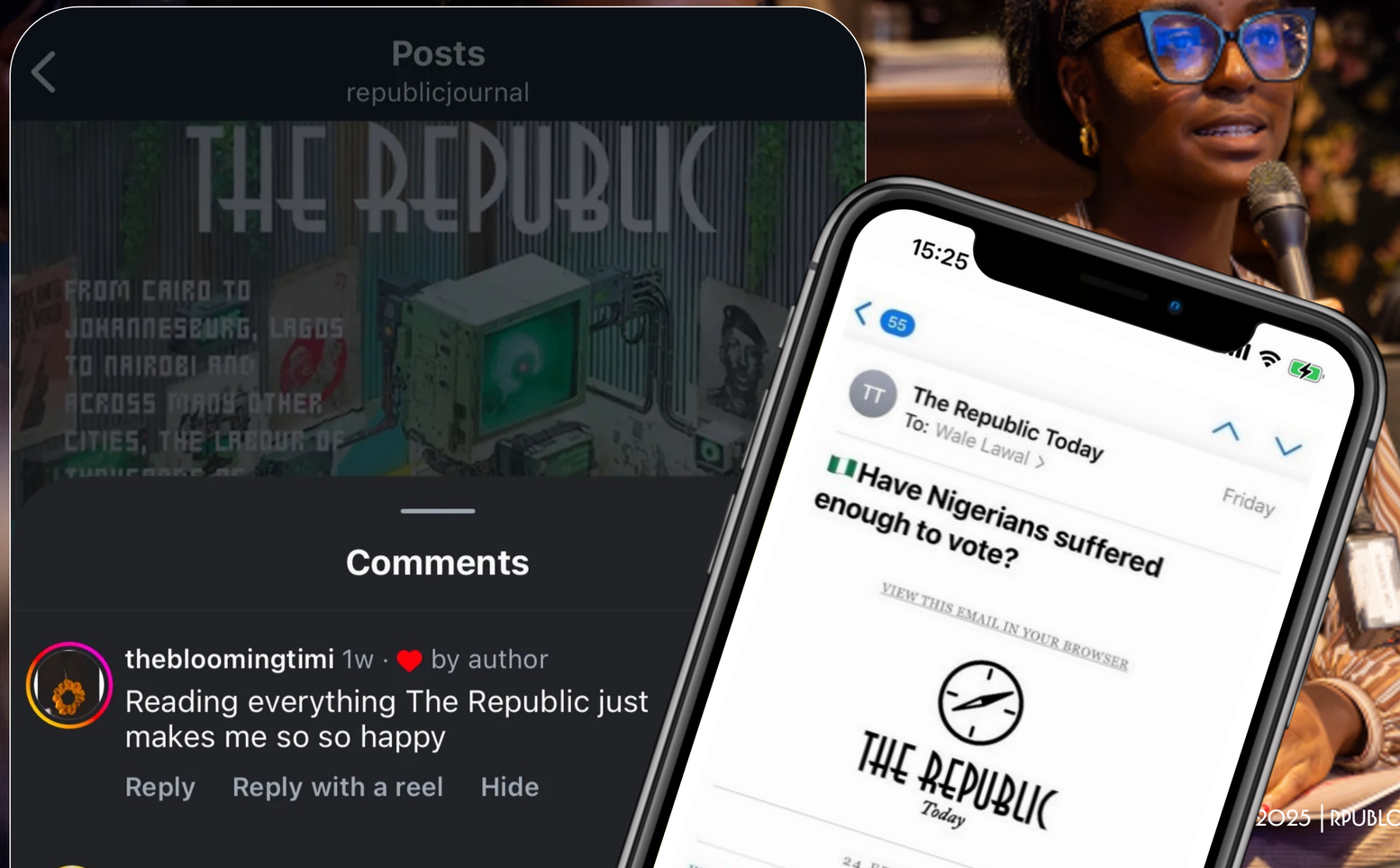


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OUR RESPONSE

A news experience designed for young African audiences.



PERSONALIZED ENGAGEMENT

Meeting audiences exactly where they are.

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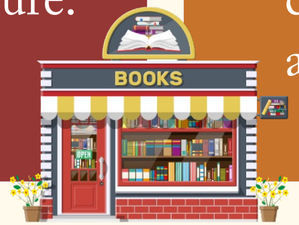


OUR APPROACH

Offline Discovery → Online Engagement

IDENTIFY & ATTRACT

- We find and engage users by securing strategic distribution partnerships with high traffic venues—this guarantees us consistent exposure.



ENGAGE & INFORM

- We land our first readers by exposing them to our magazine and providing an experience they cannot find anywhere else.



ONBOARD & CONVERT

- We build the most user-friendly media experience, ensuring our readers can easily onboard to our site and enjoy being there.



GROW & REWARD

- We expose users who reach milestones with us to insights, discounts and further deals with us to guarantee longevity.

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WHAT WE'VE LEARNED SO FAR

It works.

A print-podcast campaign we ran in the first half of 2025 had an almost 60% engagement rate.

634
MAGAZINES DISTRIBUTED

565
TOTAL PRINT READERS

323
TOTAL SCANS

322
UNIQUE SCANS



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WHAT WE'VE LEARNED SO FAR

We're not just looking at macro-data…



QR Codes > **The Republic Podcasts**

Download | Save

Countries | Cities | Languages

#	Country	Percent	Scans
1	United States	36.8 %	119
2	Netherlands	17.0 %	55
3	Ireland	9.3 %	30
4	United Kingdom	8.4 %	27
5	South Africa	8.4 %	27
6	Canada	6.2 %	20
7	Austria	3.4 %	11
8	Norway	2.8 %	9

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WHAT WE'VE LEARNED SO FAR

Granularity is possible.

We can track engagement right down to user devices.



QR Codes > **The Republic Podcasts**

Download | Save

Latest Scans

Time	City	Region	Country	Browser	Platform
13:32 - 29/06/2025	Amsterdam	Noord-Holland	Netherlands	Google Chrome	Windows
09:06 - 26/06/2025	Johannesburg	Gauteng	South Africa	Google Chrome	Windows
09:05 - 19/06/2025	Johannesburg	Gauteng	South Africa	Google Chrome	Windows
09:06 - 18/06/2025	Johannesburg	Gauteng	South Africa	Google Chrome	Windows
09:03 - 18/06/2025	Dublin	Leinster	Ireland	Google Chrome	Windows
09:03 - 18/06/2025	Johannesburg	Gauteng	South Africa	Google Chrome	Windows
09:03 - 18/06/2025	Johannesburg	Gauteng	South Africa	Google Chrome	Windows
09:03 - 18/06/2025	Dublin	Leinster	Ireland	Google Chrome	Windows

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TRY IT

Explore our latest issue.





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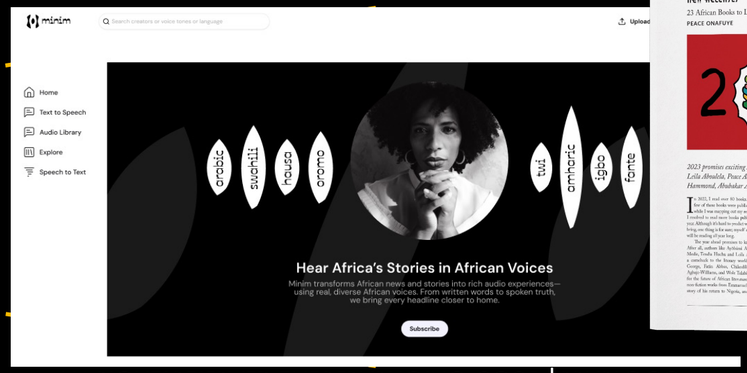
WHY THIS MATTERS

We’re not just reaching young people…

We’re earning their attention.

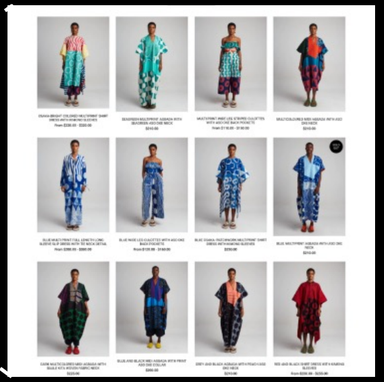
WHAT THIS COULD LOOK LIKE IN JUST A FEW MONTHS

- Read, listen, watch AND contribute
- Games, surveys, polling
- Sharing and referrals
- Smarter advertising
- Mobile e-commerce









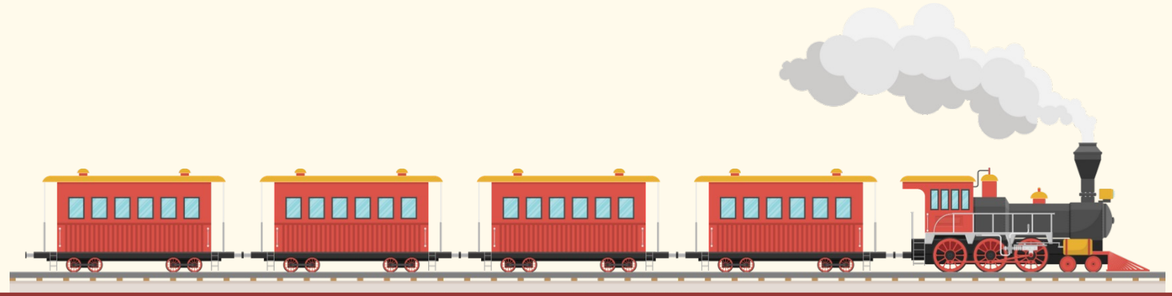
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WHAT NEXT?

Let’s talk.



We’re looking for partners across:

- Airlines
- Cultural Spaces
- Embassies
- Hotels
- Universities



We offer custom placements, co-branded editions and impact-led storytelling.







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HOW TO FIND US

Scan. Read. Connect.







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