COMPANY PROFILE 2026

CABANGA AFRICA GROUP

Read the market, then move on it. Thirteen Regional Business Magazines tell African business where the opportunity is - and the Group's other business units help it act, across 43 African countries since 2017.

43	13	18,000+	28,000+
COUNTRIES	MAGAZINES	ARTICLES	SUBSCRIBERS

WHO WE ARE

Cabanga Africa Group is a pan-African business group founded in June 2017. Cabanga means to think in Nguni, and every one of our magazine titles is named for a form of thinking in the language of the market it serves. From that publishing base the Group has grown into six business units that share one audience: the business owners and decision-makers who read the magazines every month.

OUR BUSINESS UNITS

REGIONAL BUSINESS MAGAZINES
MEDIA

Thirteen regional business editions, each written inside its market and produced to one house specification, with print and banner advertising sold across all thirteen.

PLATFORMS
WHERE BUSINESS GETS DONE

Eight platforms - training, advisory, freight, trade, learning, business television, business search and advertising - built by Cabanga Platforms and owned by the Group.

BOOKSHELF
BOOKS

The Group's bookshop, online and on physical Bookshelves in five countries, with publishing, selling and protection services for authors.

CABANGA TV
VIDEO

The free streaming service for African business: 10,000+ curated programmes across nine channels, and contract channels for companies.

DIGITAL
WEBSITES, GROWTH MARKETING AND RESEARCH

Websites in four tiers, Dura listings, monthly Growth Marketing packages and market research, project-managed by the Group for businesses in twelve countries.

CLOUD TOOLS
SOFTWARE

Five cloud tools for African businesses - social media, CRM, SEO, digital magazines and AI agents - each with a 14-day trial.

THE GROUP IN NUMBERS

43 COUNTRIES	**13** MAGAZINES	**18,000+** ARTICLES
28,000+ SUBSCRIBERS	**2.1M+** DOWNLOADS	**8** PLATFORMS
87,000+ BUSINESSES ON DURA	**10,000+** TV PROGRAMMES	**186+** BUSINESSES LIVE

READ THE MARKET. THEN MOVE ON IT.

The magazines give a business the intelligence: what is happening in a market, who is moving, where the opening is. The platforms, the Bookshelf, Cabanga TV, our websites and the Cloud Tools give it the means to act - to find a supplier, move a load, hire expertise, publish, advertise or build its presence online. That is what turns the Group from a publisher into a place where business actually gets done.

WORK WITH US

Advertise. Put one banner on every article of all thirteen magazines through Cabanga AdServe, or price a page in any edition on the published rate card.

Your Magazine. We produce magazines, newspapers, newsletters, journals, reports and annuals under your own masthead. You own the title; we build it and keep it coming out.

Campaigns. Reputation, market entry, executive profile and brand storytelling programmes, published across the network.

Digital, Growth and Cloud Tools. A website live in three working days, a monthly Growth Marketing package, market research, or a Cloud Tool your team runs itself.

Join Us. Write for the editions, make content with us, sell as an agent, build the platforms as a developer or bring your craft as a collaborator.

SOCIAL RESPONSIBILITY

The Kufunga Foundation, founded on 5 September 2015, is the Group's CSR arm: diagnostic instruments for people and institutions, the free Pinda developer platform, and team building.

OUR PARTNERS

Cabanga Platforms is the Group's build partner: it designs, builds and runs the platforms, which the Group owns. Evertol Associates is the Group's advisory partner for market entry. Specific platforms also work with operational partners of their own.

CABANGA AFRICA GROUP

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