CAMEROON NEWS AGENCY

MONTHLY DIGITAL MEDIA KIT | NOVEMBER 2026

A digital news publisher connecting brands and organisations with audiences in Cameroon and across the wider African and international community.

466,000
FACEBOOK FOLLOWERS

17 MILLION
VIEWS · LAST 28 DAYS

692,000
ENGAGEMENTS · LAST 28 DAYS

1.1 MILLION
VIEWERS · LAST 28 DAYS

A strong connection to Cameroon

CNA's Facebook audience is concentrated in Cameroon, giving advertisers a direct route to a substantial national audience, while also extending visibility into Nigeria, the United States and other markets.

TOP FOLLOWER MARKETS	SHARE
Cameroon	74.0%
Nigeria	12.1%
United States	3.8%
Other countries	10.1%

What this means for partners: campaigns can be designed around a predominantly Cameroonian audience, with additional visibility among audiences in neighbouring and international markets.

UNDERSTANDING CNA'S AUDI

AUDIENCE PROFILE & CONTENT PERFORMANCE

Audience profile

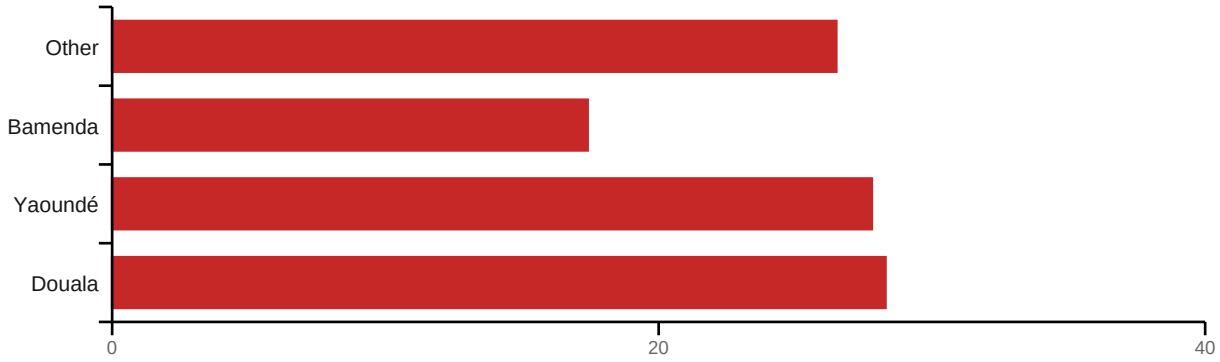
Follower age and gender distribution, as displayed in Meta Business Suite:

AGE GROUP	SHARE
25–34	38.0%
35–44	31.2%
45–54	12.7%
Other age groups	18.1%

GENDER	SHARE
Men	75%
Women	26%

Gender percentages are reproduced as displayed by Meta; totals may differ from 100% due to rounding.

Leading cities



Share of followers by city, according to the supplied Meta audience breakdown.

Content reach and engagement

CNA's content reached beyond its existing follower base during the reporting period: 50% of views came from followers and 50% from non-followers. Engagement was 62% from followers and 38% from non-followers.

Meta identifies photos as CNA's strongest-performing content format in its recent performance guidance. The page recorded 240,000 three-second video views and 61,000 one-minute video views.

PARTNER WITH CNA

DIGITAL VISIBILITY • ENGAGEMENT • CAMEROON REACH

Audience interaction

INTERACTION	LAST 28 DAYS
Reactions	80,000
Comments and replies	25,000
Shares	2,300
New conversations	103

Why work with Cameroon News Agency?

CNA offers advertisers and institutional partners a digital publishing platform with a substantial Cameroonian audience, consistent news visibility and measurable audience interaction.

01	**National audience** Reach readers and viewers across Cameroon, including major urban centres.
02	**Regional and international visibility** Connect with audiences in Nigeria, the United States and other countries.
03	**Multiple content formats** Explore suitable campaigns across photo-led posts, Reels, video and Stories.
04	**Measurable performance** Review campaign delivery through agreed reach, views and engagement reporting.

Campaign enquiries

For sponsored content, advertising placements and partnership enquiries, contact Cameroon News Agency through its official business channels. Campaign scope, deliverables, pricing and publication dates are agreed separately. Sponsored material is distinguished from independent editorial coverage.

Email: info@cameroonnewsagency.com | WhatsApp: 679 700 696

Reporting basis: Facebook/Meta Business Suite screenshots supplied for this edition. Performance metrics cover the last 28 days as displayed on November 6, 2026. Follower demographics are based on Meta's audience breakdown. Figures are rounded as displayed by the platform. This media kit is a promotional summary and does not guarantee future campaign results.