DOTCOM AFRICA
Think Big. Advertise.

MEDIA KIT

GOVONLINE®
Connecting The People of Botswana

GOVERNMENT DIRECTORY 2026-2027

BOTSWANA | MEDIA & ADVERTISING

+27 11 333 6000
government.co.bw
hello@government.co.bw

2026-2027 / 01

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OVERVIEW

GOVONLINE®

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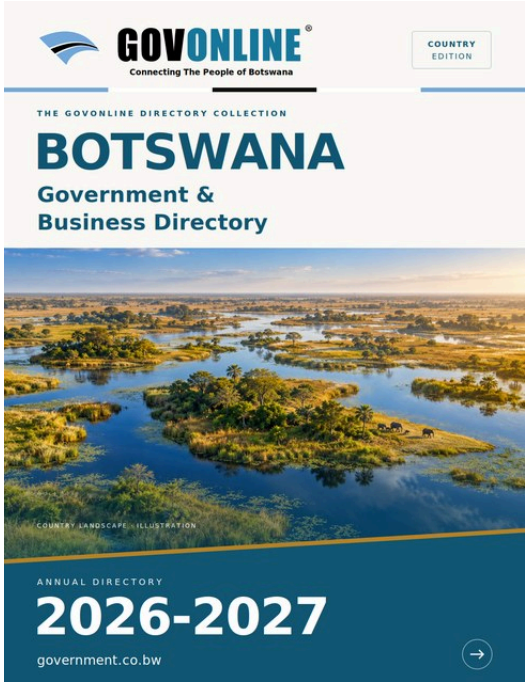

government.co.bw

GovOnline Botswana connects public information, businesses and opportunities through a country-focused directory and publishing platform.

Explore government organisations and suppliers across Botswana, alongside tenders, news, gazettes, public programmes and digital publications.

Advertising brings an organisation's approved profile, services and artwork into the places where readers search for relevant information.

Choose directory visibility, website banners, publication advertising or a sponsored story. The publishing team confirms the available placements and campaign requirements.

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DISCOVER BOTSWANA

A T And T Monnakgotla Travel And Tours

Afritec (Pty) Ltd

Airport Hotel

Browse country profiles, videos and public-sector resources. Tap a company example to open its directory listing.

government.co.bw/videos

PUBLICATION DEMOGRAPHICS

EDITION

2026-2027

COUNTRY

Botswana

FORMAT

Full-colour digital directory

AUDIENCE

Public-sector readers, organisations, suppliers, buyers and the public.

DISTRIBUTION

Live eBook and country website.

PRINT CAMPAIGNS

Print quantities, schedules and audience figures are confirmed per booking.

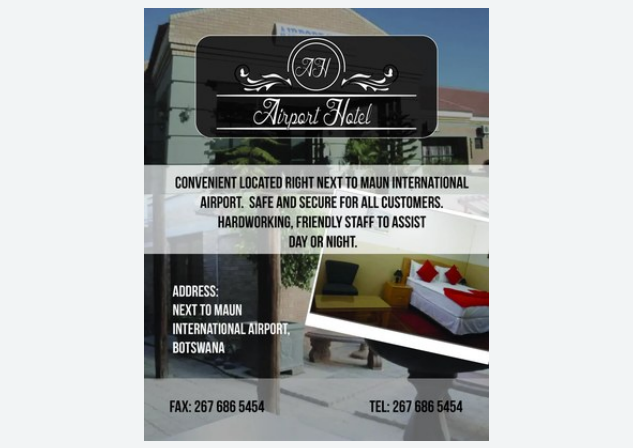
QUARTER PAGE

SIZE – 84mm (w) * 105mm (h)
(10mm Safety Bleed)

HALF PAGE

SIZE – 170mm (w) * 105mm (h)
(10mm Safety Bleed)

FULL PAGE



SIZE. 170mm (w) * 214mm (h)
(10mm Safety Bleed)

DOUBLE PAGE

SIZE. 340mm (w) * 214mm (h)
(10mm Safety Bleed)

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WEBSITE & DIGITAL PLACEMENTS

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GOVONLINE BOTSWANA

A T And T Monnakgotla Travel And Tours

Afritec (Pty) Ltd

Airport Hotel

Find Government / Find Businesses / News / Tenders

COUNTRY DIRECTORY

14,090 imported organisation profiles.

CONTENT

Government resources, tenders, news, gazettes, vacancies and live eBooks.

PLACEMENTS

Leaderboard, category, profile and article banners; listings and sponsored content.

CAMPAIGN DATA

Request current country audience and campaign reports from the publishing team.

BENEFITS OF FEATURING

- High Quality Media.
- Connect with a niche market.
- Tells the right people that your organisation exists.
- Engage with an elite, highly-responsive audience.
- Gain recognition in a publication trusted by industry leaders and key decision-makers.
- A chance to send your special messages to the various communities.
- Make your corporate information and your remarkable offerings visible to consumers.
- Maximize your brand's visibility and impact with strategic ad placements.
- Connecting through a well accredited and renowned platform.
- Helps you stay with times and technology

COUNTRY DIRECTORY EXAMPLES

ALMAN METALS

EQUIPPING THE CALLED

Belle Vue Bed &Breakfast

ALMAN METALS | **Assembly Bible College** | **Belle Vue Bed And Breakfast**

Illustrative directory profiles and artwork; placement is confirmed per booking.

ADVERT & BANNER EXAMPLES

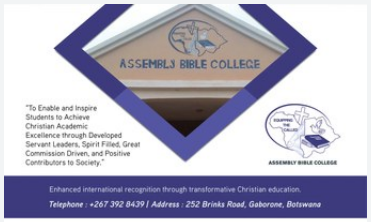
FULL PAGE

DOUBLE PAGE

HALF PAGE

QUARTER PAGE

PRIME SPOTS

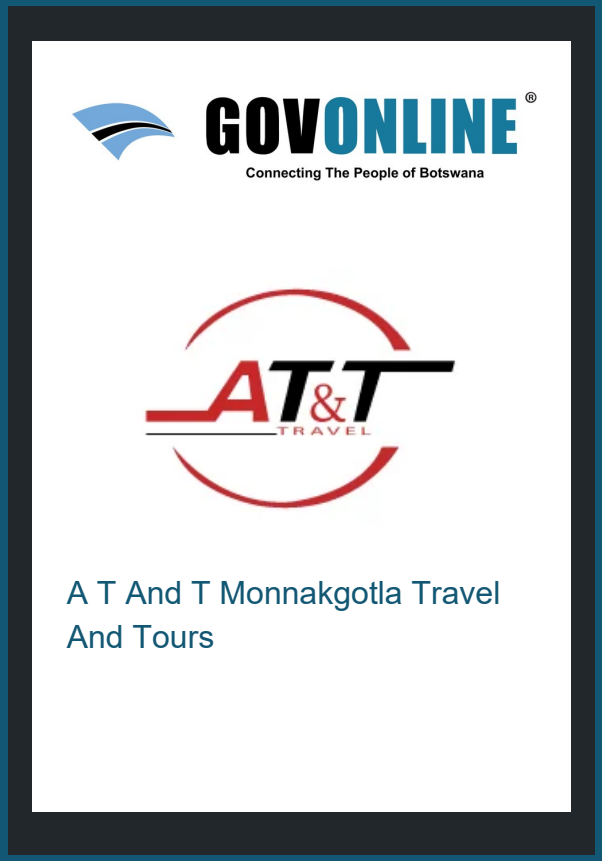


CLASSIFIED BANNER

VIEW PAGE BANNER

Directory artwork examples - illustrative placements, not a current paid-client claim.

MOBILE DIRECTORY



Search organisations, explore services and open the live eBook from your phone.

DESKTOP & WEB

GOVONLINE®
Connecting The People of Botswana

AFRITEC

Afritec (Pty) Ltd

AH
Airport Hotel

Airport Hotel

Browse on a desktop, tablet or phone. Save organisations, read publications and contact the publishing team.

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Connect with organisations across Botswana. Plan your next GovOnline campaign with Dotcom Africa.

COUNTRY DIRECTORY EXAMPLES

A T And T Monnakgotla Travel And Tours

Afritec (Pty) Ltd

Airport Hotel

ALMAN METALS

Assembly Bible College

Belle Vue Bed And Breakfast

Belleview Financial Services

Bllahwu Burial Society

Illustrative organisation examples from the Botswana directory.

PLAN YOUR 2026-2027 CAMPAIGN

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