



# AMEYAW DEBRAH PRESS KIT



[fb.com/ameyawofficial](https://fb.com/ameyawofficial)



[@ameyaw112](https://twitter.com/ameyaw112)



[@ameyaw112](https://www.instagram.com/ameyaw112)

Celebrity and lifestyle blogger

[WWW.AMEYAWDEBRAH.COM](http://WWW.AMEYAWDEBRAH.COM)



AMEYAW  
DEBRAH  
.com

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www.ameyawdebrah.com is home to anything celebrity or entertainment, covering the brightest of African stars, events, people and lifestyle either home or in the diaspora.

## AUDIENCE

The audience for [www.ameyawdebrah.com](http://www.ameyawdebrah.com) consists of a hard-to-reach and coveted millennial demographic, within the 18 to 35 age range.

The dynamic audience is acquired through diverse content including celebrity news, interviews, event coverage (including live coverage) and more.

They are heavy consumers of music, pop culture, fashion, video games, video, photo sets, special features and socially integrated content.

More than 60 % are under the age of 35, giving them an oversized influence on the latest trends, especially with music and pop culture.

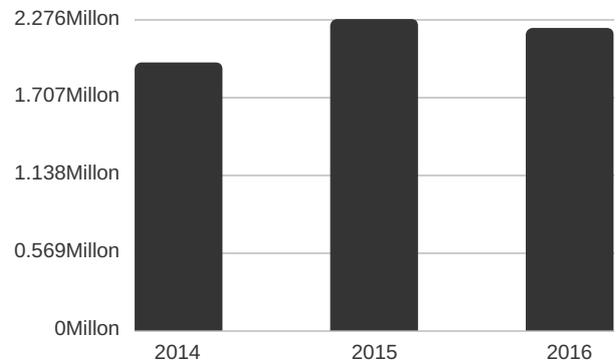
They follow updates mostly via Ameyaw Debrah's social media assets. Up to 75% access is via smartphones and up to 55% access is from Ghana and 15% from the rest of Africa. The audiences from the diaspora include 15% USA, 10 % United Kingdom, 5% European Union.

## CONTACT ME

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## BLOG STATISTICS



This chart reveals the total of unique visitors per year from year 2014 to year 2016.

Average monthly unique visitors is around 270,000 with average monthly page views around 720,000.

Direct unique views are reducing after the implementation of Facebook instant articles.

ADM

# AMEYAW DEBRAH

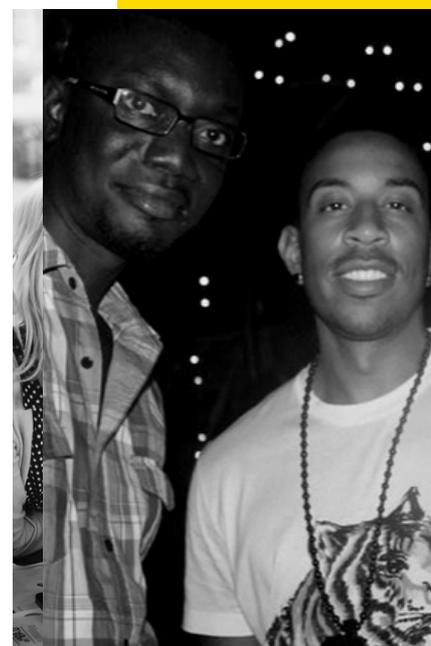
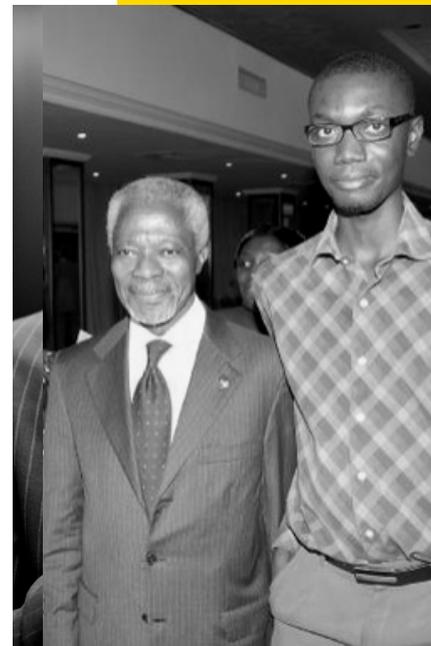
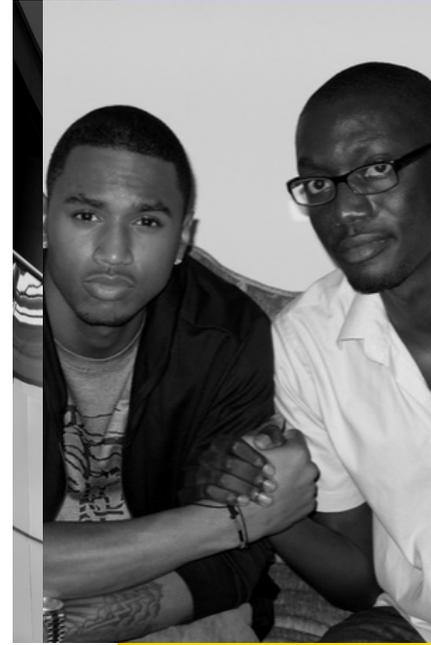
## PROFILE

Ameyaw Kissi Debrah, the founder of Ameyaw Debrah Media, is a multiple award-winning African celebrity and lifestyle blogger based in Accra, Ghana. He holds a degree in B.A Publishing Studies from the Kwame Nkrumah University of Science and Technology.

He launched his highly popular and syndicated blog [www.ameyawdebrah.com](http://www.ameyawdebrah.com) in 2008, which has become a leader in providing entertainment and lifestyle news across Africa.

Through his work, Debrah has interviewed and met many international personalities such as Kofi Annan, Rev Jesse Jackson, Lloyd, John Legend, Damon Dash, Ade Bantu, Trey Songz, Ludacris, Coptic, Wyclef, Mario, Eve, Sean Paul, Jimmy Jean-Louis, David Clowney, Santonio Holmes and many others.

His numerous awards includes Pride of Africa Awards for Outstanding Media & PR (2016), Ghana Entertainment Awards USA Best Blog and more. He has also covered many global events including MTV Europe Music Awards, MTV Africa Awards, and the FIFA World Cup.



## MEDIA REACH



318,000  
followers



458,000  
followers



200,000  
followers

## SERVICES

- .PR and publicity services
- Social Media Campaigns
- Brand Influencer
- Content creation



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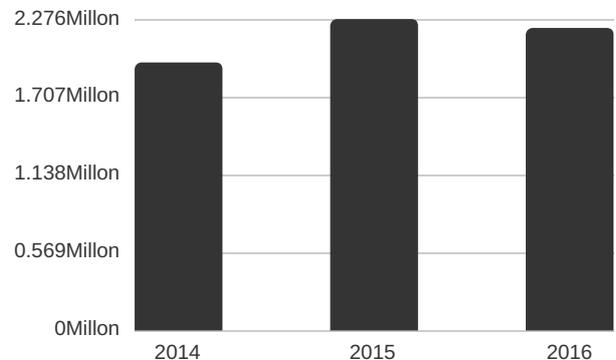
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