SFN EMPLOI

MEDIA KIT · 2026



Reach Algeria's world of work on our website, app and social channels

Job seekers, employees, business owners, HR and communication professionals read SFN Emploi every day for job offers, public-sector exams, training and labour-market news in Algeria. Your placement is guaranteed (no algorithm decides who sees it), with various payment methods available.

Audience

438K	14.5M	97%	90%
visits per month on average	visits since January 2024	of visits from Algeria	of visits on mobile

Google Analytics, 19 Jan 2024 – 28 Oct 2026. Average visit: 2 min 29 s; 69% of visits are engaged. Google Search alone: 279,000 visits and 8.9M impressions from 17 Aug to 13 Sep 2026.

Social channels and newsletter

149.8K TikTok · 660K likes	**66K** Facebook	**17.6K** Telegram · 728 views/post	**16.6K** LinkedIn	**9,334** newsletter subscribers

Follower counts as of 29 Oct 2026.

Who reads us

- **Job seekers and graduates**
- **Public and private employees**
- **Business owners and managers**
- **HR specialists and recruiters**
- **Communication and PR**
- **Students and trainees**

AGE

18–24	16%
25–34	26%
35–44	31%
45–54	14%
55+	12%

CITIES

Algiers	29%
Oran	19%
Constantine	14%
Other	38%

DEVICES

Mobile	90%
Desktop	10%
Android	83%
iOS	5%

Google Analytics, Jan 2024 – Oct 2026. Age: users whose age is known (27%). Mobile / desktop: share of visits; Android / iOS: share of users.

Who advertises with us

- **Employers** — Hiring and employer branding
- **Recruitment agencies** — Recurring job ads, monthly packs
- **Training and schools** — Courses, certifications, enrolment
- **Study and work abroad** — Application support, language courses
- **Banks and insurers** — Offers for young people and new hires
- **Telecoms and services** — Apps, plans, digital products

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SFN EMPLOI

OFFERS AND PRICES

Offers

NEW ADVERTISERS

Starter pack

15,000 DZD

- 3-day banner on the website and app
- 1 permanent sponsored article
- End-of-campaign report
- Once per advertiser

CONTENT

Sponsored article

15,000 DZD

- Written free by our team from your brief, or supplied by you
- 4 articles a month: 50,000 DZD (–17%)
- Stays online permanently

VISIBILITY

Banner

2,000 DZD /day

- 1 week: 10,000 DZD
- 1 month: 30,000 DZD
- Website and app
- One app campaign at a time

À la carte

SERVICE	DETAILS	PRICE
Dedicated email	Sent to our 9,334 subscribers Open and click report	**25,000 DZD**
Dedicated post on all our social accounts	TikTok, Facebook, Telegram, LinkedIn, Instagram About 250,000 followers	**30,000 DZD**

Formats

Website · below the header	**970×250**
Website · sidebar	**300×300**
Website · in or around the article	**720×90**
Website · above the footer	**1170×120**
Website · sticky corner	**200×200**
App · 4 positions	**300×500**

PNG or JPG. You supply each format you buy; we don't design banners.

How it works

1. **Quote** within 24 hours, by email
2. **Payment**: various methods and terms
3. **Your materials**: banners, link, and the article if you write it
4. **Go-live** within 24 hours; we send you our article for approval first
5. **Report**: article views and clicks through a UTM link

Publishing rules. Every ad carries the label "إعلان مدفوع" (paid ad). We refuse misleading content, gambling, and any ad that promises a visa, an appointment or a guaranteed job. Accepted languages: Arabic, French, English.

