JEUNE AFRIQUE MEDIA GROUP
The primary source of information for African Decision-makers

COMMUNICATION
CONSULTING
Your development partner
Strategic consulting, digital know how, media planning...
The power of the first specialised media group on Africa.

AUDIOVISUAL
PRODUCTIONS
Image at high professional standards
Production of benchmark programs on Africa, production and broadcast of institutional and commercial films.

MEDIA
Recognised and influential titles
Top selling news-magazines on the continent, websites and innovative interactive services.

EVENTS
A unique knowledge of the African market
A deep expertise and a powerful network of relationships serving the organisation of international events.

6.4 million fans on our social networks
3.5 million Internet users per month
1.1 million readers every week
+10,000 participants to our forums
+1,000 hours of video production
Meeting the needs of a B2B and B2G readership

• Providing Premium information
• Decision-making platform for the African business environment
• Improving the accessibility and availability of information
• Reaching policy makers and the business elite

A «Digital First» daily platform

Analysis, Interviews, Podcasts, Rankings, Industry and Country Reports

• Delivering richer and more influential editorial content
• A selective editorial content with more added value
• Availability on any device and through all channels: Internet, newsletters, social networks

#INFO

#DIGITAL & MULTI DEVICE

45% Loyal user-base
00:05:57 Average time spent on a page by our users
2% average clickthrough rate on rich media formats (advertising)

#ENGAGEMENT

7 priority countries pages continuously relaying local news

NIGERIA
GHANA
SOUTH AFRICA
ZIMBABWE
KENYA
CÔTE D’IVOIRE
ETHIOPIA

#LOCAL
A premium platform dedicated to Africa's business environment

- 3 million pageviews*
- 500K unique visitors*
- 655K sessions*
- 50K newsletter premium subscribers

*SOURCE: GOOGLE ANALYTICS, JAN. TO DEC. 2018
78% of top management and high-income Africans regularly visit theafricareport.com
73% of African political decision makers consider theafricareport.com indispensable
68% of theafricareport.com users make or influence their companies’ investment or recruitment decisions
65% of theafricareport.com users are upper management

Core Target: 25-44 years old

1. UNITED STATES
2. FRANCE
3. SOUTH AFRICA
4. UNITED KINGDOM
5. NIGERIA
6. KENYA
7. GHANA
8. ETHIOPIA
9. INDIA
10. CANADA

SOURCE: GOOGLE ANALYTICS, JAN. TO DEC. 2018/TAR SURVEY
An active & loyal mobile user base

32% web traffic from mobile

2.48 screens seen per session

2.14 time spent per session

TOP 10 audience per country on mobile

1. United States
2. Nigeria
3. South Africa
4. Kenya
5. United Kingdom
6. Ghana
7. Ethiopia
8. Canada
9. India
10. Zimbabwe

SOURCE: GOOGLE ANALYTICS, JAN. TO DEC. 2018
The top English speaking pan-African social networking platform

500k fans & followers
74% in Africa
34% have between 25 and 34 years old
200K impressions/month

SOURCE: FACEBOOK/TWITTER, JAN. 2019
COMMERCIAL OFFERS
**Campaign goals:**
Institutional, product or service launches, promotion, brand awareness, boosting audience engagement etc.

**PREMIUM PACKAGE**
(Desktop & Mobile)

**Home Page Take Over** (2 days)  
+ Display package  
[2 desktop banners, 1 mobile banner & 1 tablet banner]  
(1 month)

**PACKAGE EXPOSURE NET BUDGET**

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>EXPOSURE</th>
<th>NET BUDGET</th>
</tr>
</thead>
</table>
| PREMIUM PACKAGE    | Home Page Take Over (2 days)  
+ Display package  
[2 desktop banners, 1 mobile banner & 1 tablet banner]  
(1 month)        | €5,000                  |

More possibilities, Please contact us for any enquiry.
# DOSSIER SPONSORSHIP
This exposure is relevant for either INDUSTRY or COUNTRY specials

**Campaign goals:** Branding / Awareness

**YOUR EXPOSURE**

<table>
<thead>
<tr>
<th>PACKAGE</th>
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<th>NET BUDGET</th>
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</table>
| CLASSIC PACKAGE (1 Month exposure) | - « Sponsored by » + advertiser’s logo added next to the In Depth (dossier) widget on the homepage and on social media  
- Co-branding of the In Depth auto-promotion banners (desktop & mobile banners with the advertiser’s logo)  
- Exclusive exposure with the advertiser’s desktop & mobile banners + Take Over (home dossier only) within the In Depth | €4,000     |

Social media advertiser’s highlight

Advertiser’s highlight - In Depth widget (home page)
BRANDED CONTENT

**Campaign goals:** Brand Awareness / Visibility

**YOUR BRANDED CONTENT HOMEPAGE HIGHLIGHT**

- **Native format**

**PACKAGE**

- BRANDED CONTENT
  - (2 Weeks exposure)

**EXPOSURE (cf. example on the previous page)**

- One article (to be provided) published on a **customized landing page** (permanent take over in the colours of your brand)
- **Homepage highlight** – Native Format (with the mention « A message from » + advertiser’s logo)
- **Auto-promotion of the branded content** with advertiser’s logo: desktop & mobile banners, HPTO (1 day per week)

**NET BUDGET**

€4,000

*More possibilities, Please contact us for any enquiry.*
E-NEWSLETTER

- 50K subscribers to the weekly newsletter
- 5 mails out a week
- Our subscribers: 25-54 years old, 80% men & 20% women

**EXPOSURE**

<table>
<thead>
<tr>
<th>Large banner</th>
<th>NET BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 mega banner 640x400</td>
<td>€1,500</td>
</tr>
<tr>
<td>1 week exposure</td>
<td></td>
</tr>
</tbody>
</table>
SOCIAL NETWORKS - SPONSORED POST

Increase your visibility with our communities

**facebook**

**sponsored Post**

1 post on our Facebook page

- **Timing:** 1 week
- **Target:** committed and active communities with a strong interest in Africa
- **Reach:** 700K impressions, up to 30,000 clicks
- **Cost:** €2,000 net net with. VAT

**twitter**

**sponsored Tweet**

1 post on our Twitter pages

- **Timing:** 1 week
- **Target:** committed and active communities with a strong interest in Africa
- **Reach:** 10,000 guaranteed clicks
- **Cost:** €1,000 net net with. VAT
## PODCASTS

### PACKAGE

**PODCAST**  
(2 Weeks)

### EXPOSURE

- Pre-roll, mid-roll & Post-roll (15-30 second advertisers’s spot audio at the start, in the middle & at the end of the show)
- « Sponsored by » + the advertiser’s logo added to all the podcast widget (Homepage, Newsletter, social media)
- Auto-promotion of the podcast with the advertiser’s logo (desktop & mobile banners)
- Exclusive exposure with the advertiser’s banners within the podcast article (desktop & mobile banners + Take over)

### NET BUDGET

€3,500

Please contact us for more options.
THEY TRUST US
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