JEUNE AFRIQUE MEDIA GROUP
Presentation & Values

Independence
editorial and capitalistic

Expertise
Informing well to decide better

Innovation
Multi-media, multichannel, multi-formats

60 years
of expertise

Bilingual
French & English-speaking

Comprehensive Offer
of information & services

+1,000 clients per year

1st
multimedia group of information and services for Francophone and Anglophone business & political decision-makers involved in Africa
JEUNE AFRIQUE MEDIA GROUP
Leading information and services group for decision-makers in Africa

<table>
<thead>
<tr>
<th>COMMUNICATION</th>
<th>CREATION OF CONTENTS</th>
<th>MEDIA PRINT &amp; DIGITAL</th>
<th>EVENT &amp; NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partner of your growth</strong></td>
<td><strong>Producer of your contents</strong></td>
<td><strong>Influential brands, crossmedia platform</strong></td>
<td><strong>Expert in networking</strong></td>
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<tr>
<td>Strategic consulting, digital communication, media-planning...</td>
<td>Expert of written communication, the group also produces benchmark TV programmes in Africa. We can write your printed and digital contents and create your corporate and commercial films</td>
<td>Top selling news magazines on the continent, innovative and interactive services and digital platforms, active presence on the social networks We distribute your contents to the people who count</td>
<td>A unique know-how in the organization of international events and the most powerful digital and physical network of leaders in Africa</td>
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<table>
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<tr>
<th>6 million fans</th>
<th>4 million unique visitors / month</th>
<th>1.1 million magazines readers</th>
<th>+10,000 participants to our forums</th>
<th>+1,000 hours of videos</th>
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<tbody>
<tr>
<td>(2nd most recognised press group)</td>
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• Every week for sixty years, Jeune Afrique has been delivering in-depth coverage & analysis of political and business news to French-speaking African decision-makers as well as original insights on issues that impact the continent.

• 50 issues a year including special issues featuring our exclusive rankings, over 30 country focuses and 30 industry reports.

• Leading international news magazine in Africa.

#PRINT

650,000 readers per issue
87,000 copies per issue
84 countries of circulation

#DIGITAL

13.5 million pageviews per month
3 million unique visitors per month
282,000 daily newsletter subscribers
140,000 app users every month

#SOCIAL

3.3 million facebook fans
2.6 million twitter followers
23 million people reached per month

Sources : Google Analytics, Facebook, Twitter (jan 2019), JA internal source and Ipsos/Jeune Afrique study.
• For 15 years in every issue, The Africa Report has been featuring a central focus on a specific country and a comprehensive Industry Dossier, as well as a detailed analysis and prospective of Africa’s Business and Political landscapes.

• Highest circulated pan-African publication throughout English-speaking countries of the continent.

• Only media to have been awarded Media of the Year three times (African Business Reporting Awards).

#DIGITAL

3 million pageviews per year
500,000 unique visitors per year
50,000 daily newsletter subscribers

#PRINT

500,000 readers per issue
80,000 copies per issue
64 countries

#SOCIAL

500,000 fans & social followers

Sources: Google Analytics, Facebook, Twitter (Jan 2019), JA internal source and Ipsos/Jeune Afrique study.
Most impactful and recognised event brand dedicated to Business in Africa

#AFRICACEOFORUM

8th edition in 2020
1,800 international and African CEOs
900 represented companies
42 countries (50% francophone and 45% anglophone)

#INNOVATION

ACF Women in Business July 2018
Africa CEO Network April 2019

#TAILOR-MADE

Moderation by our experts and journalists
Mediatisation and participants recruitment
Organization by our event teams

Próxima edição
Abidjan
26-27 DE MARÇO DE 2018
YOUR OBJECTIVES

YOUR TARGETS

OUR SOLUTIONS
# WHO IS YOUR TARGET?

<table>
<thead>
<tr>
<th>YOUR TARGET</th>
<th>OUR AUDIENCE</th>
<th>OUR SOLUTIONS</th>
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</table>
| 1 OR VARIOUS COUNTRIES | Local business and political leaders and decision makers having African activities and scopes: locally the most performing companies and institutions | • Web and app: targeting of users from the country  
• Magazines: the targeted country annual issue (local over-distribution)  
• Local Jeune Afrique Event |
| PROFESSIONALS AND PUBLIC STAKEHOLDERS IN 1 INDUSTRY | African and international sector business and political leaders and decision makers doing business in Africa | • Web: contextualisation of your banners (banners only visible next to relevant Industry contents articles)  
• Magazines: Industry reports (sent after broadcast to professionals) and Financial Communication  
• Industry Jeune Afrique Event |
| TOP CEOS AND POLITICAL LEADERS | Top African & international business and political leaders active in Africa | • Annual Africa CEO Forum  
• Magazines: Special issues (Top500, Africa in...) |
| APPLICANTS FOR YOUR JOB OR TENDER OFFERS | Top executives and decision makers targeting Africa for their career and their business development | • Magazines: Classified ad section  
• Web: Jobs and Training section  
• Web: Classified ad section |
| PREMIUM | High-income and most-consuming African population | • Magazines: Luxury-Lifestyle Supplements  
• Web: Luxury-Lifestyle section + Intothechic (premium feminine pole)  
• Africa CEO Forum (gala dinner) + ACF Women In Business |
## WHAT IS YOUR OBJECTIVE?

<table>
<thead>
<tr>
<th>YOUR OBJECTIVE</th>
<th>YOU WANT TO</th>
<th>OUR SOLUTIONS</th>
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<tbody>
<tr>
<td><strong>BRANDING</strong></td>
<td>Become of stay the Top of Mind brand</td>
<td>• Magazines: covers and premium spaces, special operations</td>
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<tr>
<td></td>
<td></td>
<td>• Web and app: archs, expandable banners, special operations</td>
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<td>• Event: sponsoring packages without speaking slots</td>
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<tr>
<td><strong>CONSIDERATION</strong></td>
<td></td>
<td>• Magazines: expert advice or advertorial/interview</td>
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<td>• Web: expert advice/advertorial on the web (brand content packages)</td>
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<td></td>
<td></td>
<td>• Event: sponsoring packages with speaking slots</td>
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<tr>
<td><strong>PERFORMANCE</strong></td>
<td></td>
<td>• Web: banners and archs with clear call to action</td>
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<td>• Magazines: small and repetitive formats</td>
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<td>• Dedicated tailor-made event</td>
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<tr>
<td><strong>PUBLIC POLICY</strong></td>
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<td>• Magazines: Public Performance special feature or advertorials</td>
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<td>• Invest guides (writing &amp; publication)</td>
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<td>• Web: advertorial on the web (brand content packages)</td>
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<td></td>
<td></td>
<td>• Dedicated tailor-made event (Investment Forums)</td>
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<tr>
<td><strong>FINANCIAL COM</strong></td>
<td>Inform, reassure and attract public and</td>
<td>• Magazines: Financial Communication section</td>
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<td></td>
<td>private investors of your company</td>
<td>• Web: Financial communication on the websites (packages)</td>
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WE SUPPORT THEIR GROWTH

Online brand content campaign

- **Objective:** Brand positioning
- **Solution:** 5,000,000 impressions – Brand content
- **Result:** 33,353 clicks, very good click rate of 0.61%

Annual multi-media campaign

- **Objective:** Brand awareness
- **Solution:** 6,000,000 impressions – Display + magazines premium spaces & special operations
- **Result:** 11,299 clicks, good click rate of 0.18%, increase in brand awareness

Online Sponsoring and bandeau Magazine

- **Objective:** Brand awareness and website traffic generation
- **Solution:** 1,300,000 impressions – Industry report online sponsoring + magazine banner in the Agriculture report
- **Result:** 4,616 clicks, very good click rate of 0.34%, increase in brand awareness

Full online display

- **Objective:** Leads and subscribers generation
- **Solution:** 7,600,000 impressions – Website & app banners + small banners on the magazine
- **Results:** 2,900 subscribers, 58% from Jeune Afrique
WE SUPPORT THEIR GROWTH
CONTACT

Headquarters

Pierre BESSIERE
Deputy Managing Director
p.bessiere@jeuneafrique.com

Jérôme MILLAN
Market Development Director
j.millan@jeuneafrique.com

Nsona KAMALANDUA
Africa Director
n.kamalandua@jeuneafrique.com

57 bis, rue d’Auteuil - 75016 Paris, France
+33 1 44 30 19 11
regie@jeuneafrique.com
www.jeuneafrique.com - www.theafricareport.com