PREMIUM PLATFORM
Dedicated to Africa business environment

MONTHLY AUDIENCE
1M unique visitors
1,4M sessions (with 80% mobile sessions)
55% of the audience is from Africa
25% of the audience is made up of the African diaspora in USA & UK
50K newsletters premium subscribers

SOCIAL MEDIA AUDIENCE
400K followers
200K subscribers
2 230 subscribers
THE LEADING PLATFORM
for English-speaking African countries

#PREMIUM CONTENT

The Africareport.com is published by Jeune Afrique Media Group (JAMG), the leading press group and event organizer dedicated to Africa.

After 15 years of award-winning journalism, less than two years ago theafricareport.com has introduced a brand new digital platform that provides users with in-depth articles on major business and political developments in Africa.

Theafricareport.com provides premium information with Analysis and Prospective, Interviews, Podcasts, Rankings, Industry and Country Reports. It is a decision-making platform for the African business environment.
THE LEADING PLATFORM
for English-speaking African countries

#COUNTRY EXPERTISE

TOP 5
African countries with the highest audience share

- Nigeria
- South Africa
- Kenya
- Ghana
- Tanzania

7 MAIN COUNTRY PAGES
Continuously relaying local news

- NIGERIA
- SOUTH AFRICA
- KENYA
- ETHIOPIA
- GHANA
- ZIMBABWE
- CÔTE D’IVOIRE
B2B & B2G

AUDIENCE

#ELITES
Business leaders & C-suite
Policy makers and opinion leaders

#INFLUENTIAL HIGH-INCOME*
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

#LOYAL
20% of the users are our regular visitors

*Source: TAR SURVEY
Our MEDIA Solutions

01
CLASSICAL OFFERS
Branding & Performance
- Display Offers
- Special Format

02
SPECIAL OPERATION OFFERS
Engagement & Awareness
- Special Feature Sponsorship
- Branded Content
CLASSICAL Offers
Branding & Performance
DISPLAY OFFERS

Premium size: Multi device Masthead & Half Page

Multi device MASTHEAD

Multi device HALF PAGE
DISPLAY OFFERS

Package examples

ROS DISPLAY

Multi device Display on theafricareport.com
“Premium” size only

Duration: 3 to 4 weeks
Location: Run Of Site (ROS)
Impressions: 300,000

CPM: €7
TOTAL NET excl. tax: €2,100

DATA DISPLAY

Geographic targeting

Multi device Display on theafricareport.com
“Premium” size only

Duration: 4 to 5 weeks
Location: Run Of Site (ROS)
Impressions: 280,000
Example of geo targeting: Africa

CPM: €8
TOTAL NET excl. tax: €2,240
SPECIAL FORMAT

Exclusive Homepage Takeover

THE OFFER
Exclusive Takeover on the homepage

Ad types: Takeover & Medium Rectangle or Half Page

Duration: 1 day

Position: Homepage

Device: Desktop & mobile (masthead)

TOTAL NET excl. tax: €1,150
“AFRICA INSIGHT”
35K recipients

5 weekday newsletters
Average Open rate: 20%

Ad type: multidevice Masthead

Position: middle

Duration: 1 week

NET PACKAGE excl. tax: €1,000*

*This package should be sold with a display offer on theafricareport.com
SPECIAL
OPERATION
Offers
Engagement & Awareness
SPECIAL FEATURE SPONSORSHIP

Offer & Exposure

THE OFFER

Content 100% produced by the editorial team

Sponsored by “a partner”

Without any commitment regarding a mention of the partner’s brand / no content provided by the partner

EXPOSURE

About 4 to 5 weeks of exposure

The entire feature is exclusively sponsored by “a partner”
(100% SOV on all Ad formats within the special feature)

Run Of Site (ROS) impressions added across the website
SPECIAL FEATURE SPONSORSHIP

The process

AD TYPES

On the Special feature Homepage:
Takeover & Half Page or Medium Rectangle

Special feature articles & Run Of Site (ROS):
Multidevice Masthead & Half page
SPECIAL FEATURE SPONSORSHIP

Editorial Promotion

Display of the partner’s logo on the feature header and highlights labelled “sponsored by”

In depth Section
Special feature HP
Header of the special feature

Thanks to the sponsorship, the partner allows Internet users free access to the feature initially reserved for subscribers
SPECIAL FEATURE SPONSORSHIP

KPIs & Pricing

<table>
<thead>
<tr>
<th>KPIs</th>
<th>EDITORIAL PROMOTION</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>300,000 impressions</td>
<td>OFFERED</td>
<td></td>
</tr>
<tr>
<td>About 30% to 40% of the impressions within the special feature</td>
<td></td>
<td>TOTAL NET HT: €3,600</td>
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<tr>
<td></td>
<td></td>
<td>CPM: €12</td>
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</tbody>
</table>
BRANDED CONTENT

Offer & Exposure

THE OFFER

Uploading of “the partner’s” content as an article on theafricareport.com during around 5 weeks

We design the related page on the basis of the material provided (text, pictures, logo)

EXPOSURE

“The partner” will have a dedicated page with tailor-made content

Exclusive ad display on the page
> 100% SOV
These advertising formats will redirect to partner’s content.

OUR COMMITMENTS

Guaranteed number of visits of the branded content page

If a partner wishes to publish a series of branded contents, he will be granted a dedicated hub where they are all listed.

theafricanreport.com
MSC, your partner to deliver a seamless journey for your cargo

MSC is a world leader in transport and logistics, headquartered in Geneva, Switzerland, with offices in 155 countries. The company provides global coverage for cargo ships through a network of 215 routes between 500 ports.
100 years of history

The OCP Group helps feed a growing world population by providing it with essential elements for soil fertility and plant growth. With a century of expertise and a turnover of more than 54 billion dirhams in 2019, OCP is the world leader in the plant nutrition and phosphate fertilizers market. The Group offers a wide range of specially adapted phosphate fertilizers, suitable for enriching soils, increasing agricultural yields and nourishing the soil to feed the planet economically and sustainably. Based in Morocco, and present on 5 continents.

OCP works closely with more than 160 clients around the world. Committed to best serve the environmental and social development of Africa, OCP places innovation at the heart of its strategy, particularly for the establishment of innovative and sustainable solutions for the benefit of the environment and society.
BRANDED CONTENT
Labelled “A message from”

On all the dedicated hub, branded content page & on any media promotion exposure, highlight of the partner with his name and logo, labelled “A message from”

1. Display of the logo OR the name of the advertiser according to the technical specifications of each page
2. For Governments, institutions or NGOs: “Sponsored content”
BRANDED CONTENT

Media Promotion

AD TYPES

Exclusive co-branded
Takeover on the homepage of theafricareport.com

(Takeover + Half Page & equivalent mobile device format)

Duration: 3 days
BRANDED CONTENT

Media Promotion

CONTENT PROMOTION

Homepage Front Boxes

Homepage & Home sections (Politics, Business & Countries) – Homepage Front Boxes (with interchanging between thumbnail photo and logo)
BRANDED CONTENT

Media Promotion

CONTENT PROMOTION

Homepage Feed

Promotion within the homepage & Home Sections feeds
(Politics, Business & Countries)
(with interchanging between thumbnail photo and logo)
BRANDED CONTENT

Media Promotion

CONTENT PROMOTION

Articles

Bottom of articles
(with interchanging between thumbnail photo and logo)
BRANDED CONTENT

Media Promotion

CONTENT PROMOTION

Newsletter

Promotion appeal within the newsletter “Africa Insight”
BRANDED CONTENT

Media Promotion

FACEBOOK POST

Social networks exposure with a post on our Facebook page
JAMG Partner
# Branded Content

## KPIs & Pricing

<table>
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<tr>
<th>KPIs</th>
<th>Offered</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4,000</strong></td>
<td><strong>3 DAYS</strong></td>
<td><strong>TOTAL NET excl. Tax:</strong> €6,900</td>
</tr>
<tr>
<td>Guaranteed visits</td>
<td>Takeover</td>
<td>+ Technical Fees: €500</td>
</tr>
<tr>
<td><em>Duration: about 5 weeks</em></td>
<td><em>Value: €3,000</em></td>
<td><em>(online publishing, proofreading, layout of the brand content, etc.)</em></td>
</tr>
</tbody>
</table>

If you require creatives for your advertising formats, feel free to ask us for a quote.
CONTACT

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