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 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

Print: essential reading, excellence and expertise
Exclusive interviews, Industry and country focuses, Surveys and investigations

- 4 reference issues a year: on a quarterly basis with a clearly defined cover story
- In-depth analysis, unmatched intelligence
- Increased number of pages

2 million
crossmedia readers/month

80,000
copies circulated

½ million
readers

600,000
unique visitors / month

50,000
subscribers to the daily newsletter

The most rewarded brand for the coverage of Africa’s business environment