Technical requirements

Material to provide
Please provide for secured high resolution PDF files + colour proof. All images should be CMYK in EPS, TIFF or JPG high resolution formats (300dpi). For bleed size, please add an extra 5mm all round.

For more details, see the technical sheet.

DELIVERY OF ELEMENTS
3 WEEKS BEFORE PUBLICATION

For all technical enquiries, please contact our team:
pubdifcom@jeuneafrique.com

Web: Technical specifications on demand

The Africa Report is published by Jeune Afrique Media Group - www.theafricareport.com
Jeune Afrique Media Group Advertising: 57 bis rue d’Auteuil 75016 Paris – France
T: +33 1 46 47 25 45 - +33 1 44 30 19 60 - F: +33 1 46 47 81 32 - Email: advertising@theafricareport.com

Advertising Rates in Euros

PRINT FORMATS
Width x Height

+ 5mm extra bleed all round (200x 280mm)

PRINT RATES

COVERS & PREMIUM POSITIONS GROSS RATE
Outside Back Cover €18,000
Inside Front Cover €15,000
Inside Back Cover €12,900
1st RHS, 2nd RHS €12,900
Full page, requested position €12,300

REGULAR INSIDE PAGES POSITIONS GROSS RATE
Double page €22,000
Full page €11,200
1/2 page €6,500
1/4 page €4,100

Full Advertorial Page €12,500
Inserts or Special Operations On demand

DIGITAL EXPOSURE RATES

EXPOSURE - CLASSICAL OFFERS* GROSS RATES (IN € EUROS)
DISPLAY OFFERS - Package examples
> ROS DISPLAY - Premium formats - ROS - 300K impressions........................ €2,100
> DATA DISPLAY - Premium formats - ROS + Geographic targeting 280K impressions................................................................. €2,240

OUTSTANDING FORMATS
> HP EXCLUSIVE TAKEOVER - Takeover + Mainbox exclusive on the HP - 1 day................................................................. €1,150
> NEWSLETTERS - Masthead multidevice 1 Week........................................ €950/NL

EXPOSURE - SPECIAL OPERATION OFFERS* GROSS RATES (IN € EUROS)
SPECIAL FEATURE SPONSORSHIP: content 100% made by the editorial staff, sponsored by a «partner» - KPI: 300K impressions (approx. 30-40% of the impressions, exclusive within the special feature) €3,600
BRANDED CONTENT: Upload of the partner’s content as an article (dedicated HTML page) - KPI: 6,000 estimated visits €6,900 + €500 (technical fees)

* Further details on demand in our full digital medikit

DISCOUNT STRUCTURE

Discounts are applied to the rough rates mentioned above, and are cumulative.

<table>
<thead>
<tr>
<th>ON ANNUAL TURNOVER</th>
<th>VOLUME DISCOUNT</th>
<th>OTHER DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>From €11,200 to €19,999</td>
<td>-3%</td>
<td>2 insertions -3%</td>
</tr>
<tr>
<td>From €20,000 to €39,999</td>
<td>-4%</td>
<td>3 insertions -5%</td>
</tr>
<tr>
<td>Starting €40,000</td>
<td>-5%</td>
<td>4 and more insertions -7%</td>
</tr>
</tbody>
</table>

The professional discount (agency) applies to the net (prices after all discounts and decreases). Advertorial & insert: price quotation on demand.