

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



















B2B & B2G AUDIENCE



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

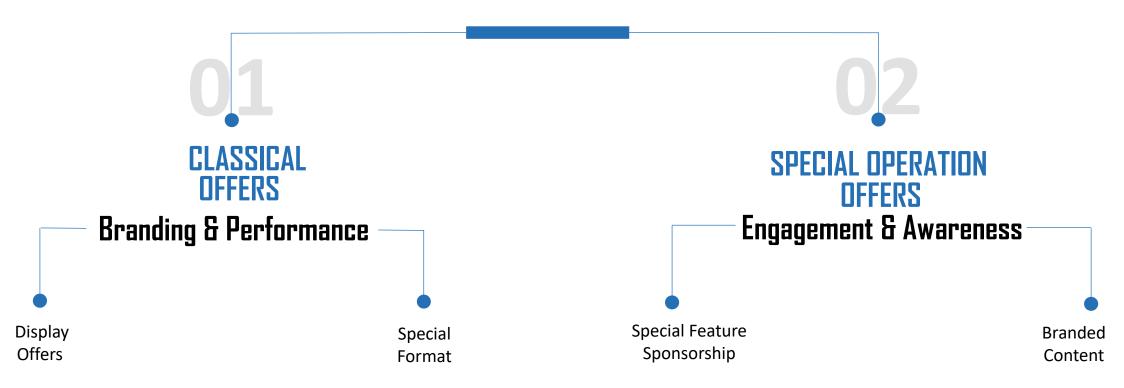
#LOYAL

20% of the users are our regular visitors



*Source: TAR SURVEY

Our MEDIA Solutions





CLASSICAL Offers

Branding & Performance

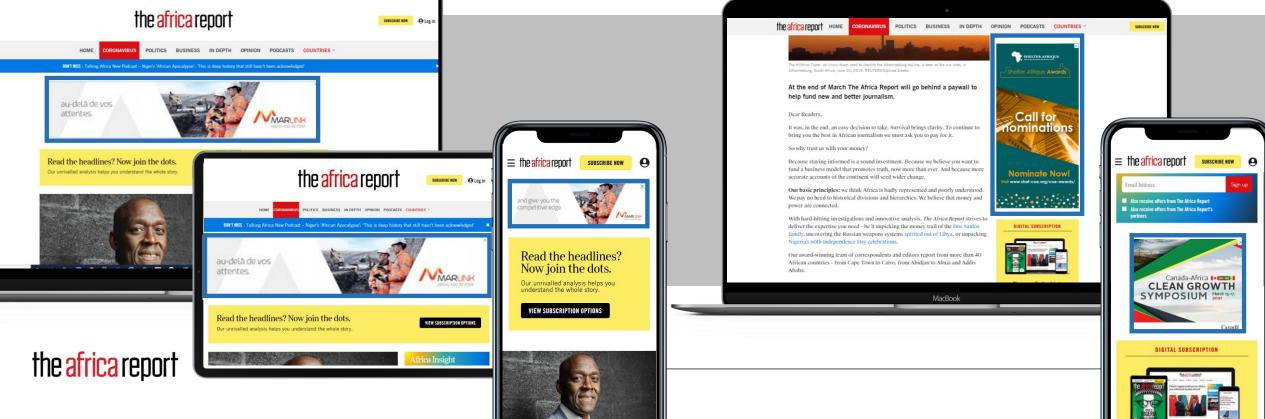
the africa report

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

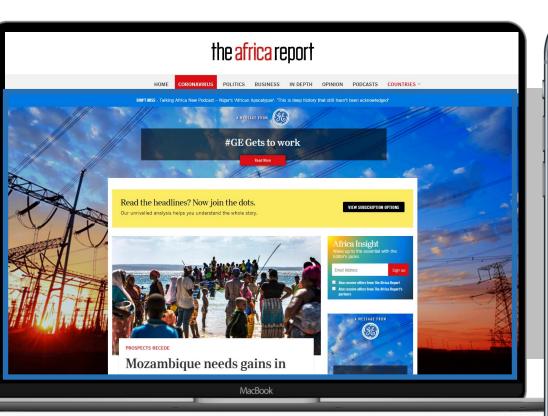
CPM: **€8**

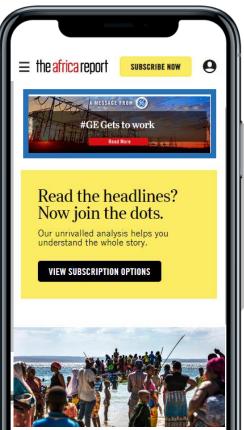
TOTAL NET excl. tax: €2,240



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



SPECIAL FORMAT

Newsletter



"AFRICA INSIGHT" 35K recipients

5 weekday newsletters Average Open rate: 20%

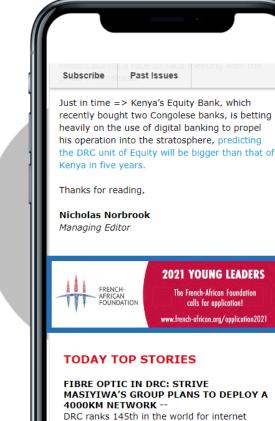
Ad type: multidevice Masthead

Position: middle

Duration: 1 week

NET PACKAGE excl. tax:

€1.000*



Past Issues

access, with a penetration rate of less than 50% for cellular telephony and an estimated

30% coverage across the country's territory.

Read more...

2021 YOUNG LEADERS The French-African Foundation

calls for application! www.french-african.org/application2021





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

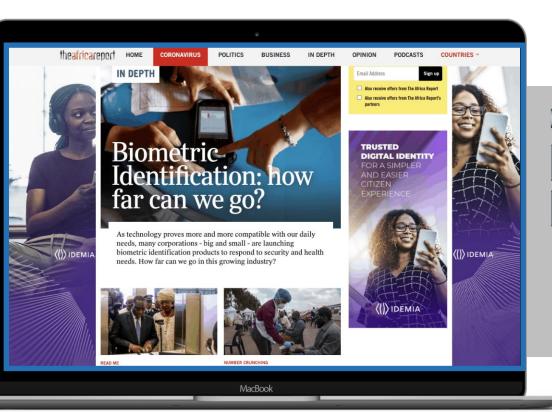
The entire feature is exclusively sponsored by "a partner" (100% SOV on all Ad formats within the special feature)

Run Of Site (ROS) impressions added across the website

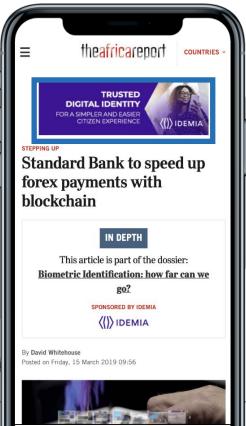


The process

the africa report



Special feature homepage – multi device



AD TYPES

On the Special feature Homepage:

Takeover & Half Page or Medium Rectangle

Special feature articles & Run Of Site (ROS):

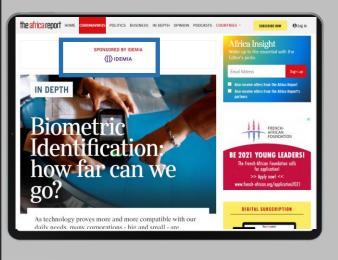
Multidevice Masthead & Half page

Editorial Promotion

In depth Section

POLITICS BUSINESS IN DEPTH OPINION PODCASTS Biometric Identification: how far can w (()) IDEMIA Canada As technology proves more and more compatible with our daily needs, many corporations - big and small - are launching biometr identification products to respond to security and health needs. DIGITAL SUBSCRIPTION How far can we go in this growing industry? Will Egypt find its way out of the ast as it gets back on its feet, Egypt takes another hit. Corruption, Give yourself a headstart evolution, instability and now a pandemic. Its strongest sector that was beginning to climb back to pre-2011 levels was the first to go: on all your devices. tourism. The pyramids were built to withstand the test of time, but US Africa - a dynamic partnership

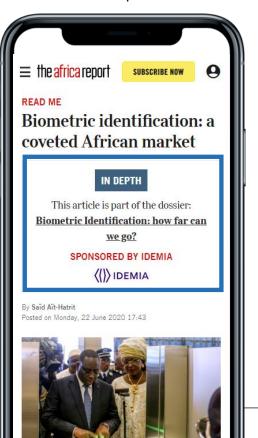
Special feature HP



Display of the partner's logo on the feature

header and highlights labelled "sponsored by"

Header of the special feature





KPIs & Pricing

KPIs

EDITORIAL PROMOTION

PRICING

300,000 impressions

About 30% to 40% of the impressions within the special feature

OFFERED

TOTAL NET HT:

€3,600

CPM: €12

Offer & Exposure

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

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

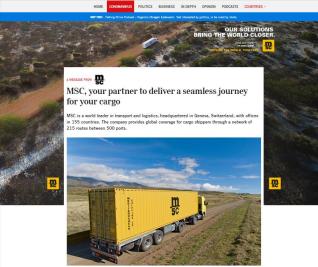


Partner Branded Content page





the <mark>africa</mark> report



Present in over 40 African countries, MSC offers almost 50 weekly ocean services calling at 60 African ports. This substantial port coverage enables MSC to support large multinational companies, as well as local importers and export looking for a fell-liber porters with a does understanging of foot in unserters and trends.

Integrated Logistics Solutions

SC, through its integrated intermodal network, links the main ports to other coastal and inland centres. This network

In its West, South and East African intermodal networks, MSC uses both its own fleet of trucks and subcontracted trucks to like the sea terminals with hinterfund centers, complementing our global port coverage and regional recent services. On some routes, containers can also be transported by rail, which helps to roduce carbon dioxide emissions compared with room ferroment.

MSC's intermodal network is one of the most comprehensive in Africa and covers a large area across west, central, east and southern Africa. From the west, it extends from Zoucatte in Mauritania, to the centre to Kribl in Cameroon and Bangui in the Central African Republic in the south and from Dokar in Seneral in the west to Abeche in Chab.

stretches from Zouerat in Mauritania to Kribi in Cameroon and Bangui in the Central African Republic; from Dakar

Moving up from Cape Town in South Africa, it extends north to Lubumbauhi in the Democratic Republic of Congo. Harare in Zimbabne is linked to an eastern zone spanning Beira or Maputo in Mozambique, Dar es Salaam in Tanzania, Mombasa in Kenya and Dibbotti. A cargo journey could encompass Addis Ababa in Ethiopia and Beni in the Democratic Republic of the in Kenya and Dibbotti. A cargo journey could encompass Addis Ababa in Ethiopia and Beni in the Democratic Republic of the Additional Cape of the Cape o

SC equips its trucks with a speed control system and a GPS system that trucks containers in near-real time and warns of



An innovative solution to reduce congestion around the port of Lagos, Nigeria

MEDLOG is the logistics arm of MSC's carpo business, providing services to MSC customers and others. It operates a range of overland transportation and logistics services, which are constant peoving in propose to demographic sh and the growing demand for faster, more far-reaching cargo-carrying solutions. The company is particularly active in MSC A MSC where its network is choles of Sit trusts. So Sit prairies, and Sit unserboarses and destina-

In 2019, MEDLOG Nigeria has set up a new project to reduce congestion in Lagos area. Due to the infrastructure surrounding the port of Lagos, and the main coads connecting in and out of it, logistics has been becoming more comple lacreasing bottlenecks are having a negative impact on efficiency, cost and supply chains locally.

DLOG recently came up with the solution to open a barge terminal, bonded terminal and depot facility in the western t of the Lagos Port. This shifted the cargo loading and offloading points for importers and exporters to an area

Continuous investment for a bright future

Although there is still work to be done to develop and better connect infrastructure, the future looks bright for Africa.

MSC, along with MEDLOG, is proud to be part of the journey, MSC continues to invest heavily in its operations in Africa,





Partner dedicated Hub





OCP - 4 GENERATIONS -100 YEARS OF SHARED VALUES. https://centenaire.ocpgroup.ma

100 years of history

worst consey with more than 1,00 citerias around me worsts. committed to best series the immental and social development of Africa, OCP places innovation at the heart of its strategy, suilarly for the establishment of sustainable and prosperous agriculture on the confinent. The Groun hy convinced that leadenship and profitability are necessarily synonymous with social responsibility sustainable development. Its strategic vision is at the junction of these two dimensions. For more selections were development and the surface of the selection of these two dimensions. For more selections were development and the selection of these two dimensions. For more selections are selected to the selection of the selec



ALL RELATED ARTICLE



OCP's century of inclusive



OCP has been serving

OCP Group, the mining company which puts the environment first

people and the planet for 100 years



OCP Group, the mining company which puts the environment first



OCP has been serving people and the planet for 100 years

OCP - 4 GENERATIONS - 100 YEARS OF SHARED VALUES.

https://centenaire.ocpgroup.ma



report

Labelled "A message from"

the africa report ati aca A MESSAGE FROM African Trade Insurance Agency **Interview with Manuel** Moses, Chief Executive Officer of the African Trade **Insurance Agency (ATI)** "The West and Central Africa region is a priority for the growth of our business"

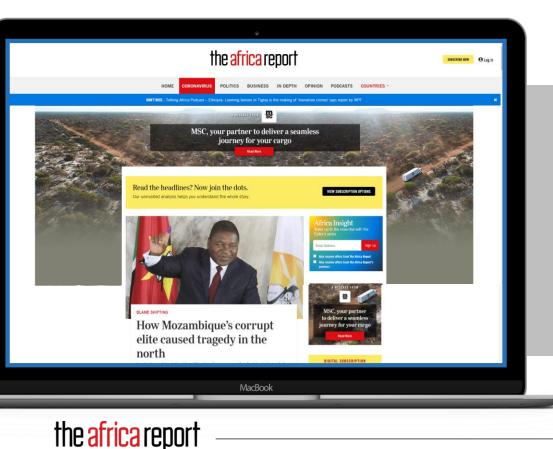
the africa report A MESSAGE FROM MSC, your partner to deliver a seamless journey for your cargo MSC is a world leader in transport and logistics, headquartered in Geneva, Switzerland, with offices in 155 countries. The company provides global coverage for cargo shippers through a network of 215 routes between 500 ports.

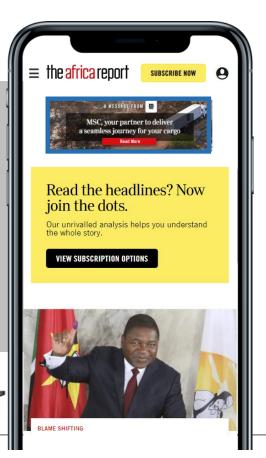
On all the dedicated hub, branded content page & on any media promotion exposure, highlight of the partner with his name and logo, labelled "A message from"

- **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"

the africa report

Media Promotion





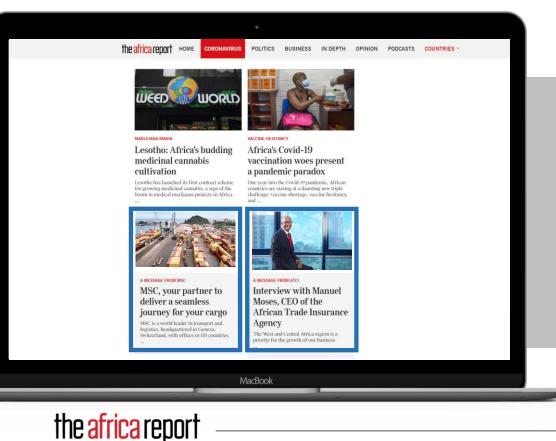
AD TYPES

Takeover on the homepage of theafricareport.com

(Takeover + Half Page & equivalent mobile device format)

Duration: 3 days

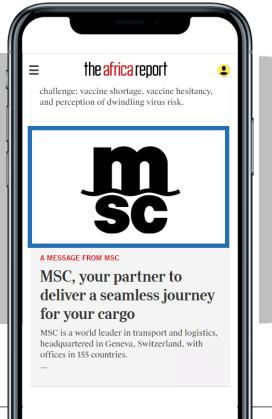
Media Promotion



CONTENT PROMOTION

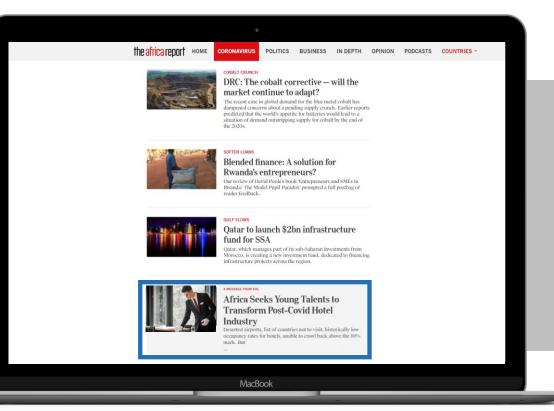
Homepage Front Boxes

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





Media Promotion

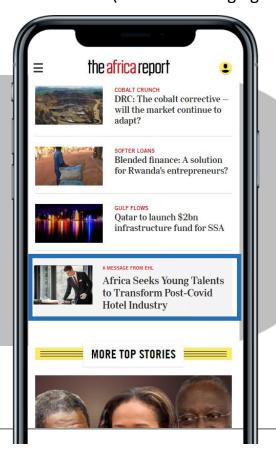


the africa report

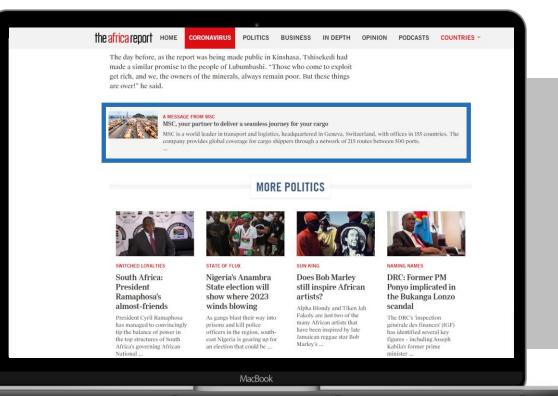
CONTENT PROMOTION

Homepage Feed

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



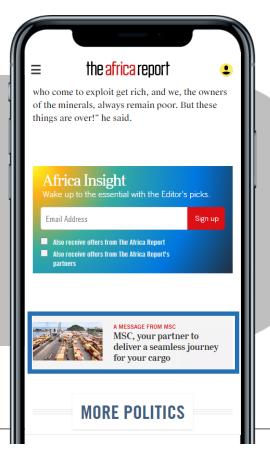
Media Promotion



CONTENT PROMOTION Articles

Bottom of articles

(with interchanging between thumbnail photo and logo)





Media Promotion

IDIME

Former member of Cameroon's RDPC party, Paul Ayah Abine, refuses to back down from his fight for peace in the linguistically divided country. *Read more...*

#FIXGHANANOW: AKUFO-ADDO GOVERNMENT UNDER ACTIVIST PRESSURE

Non-partisan activists are pushing the Akufo-Addo government to do more to solve problems and improve citizens' lives through the #FixGhanaNow campaign. Read more...

Other top stories

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MSC, your partner to deliver a seamless journey for your cargo

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ON THE POD



In this interview with Nigeria's Obiageli Ezekwesili, she urges the country to take urgent action and reform before it slides into into an existential chaos.

MacBook



CONTENT PROMOTION

Newsletter

Promotion appeal within the newsletter "Africa Insight"

THE TWO CAMEROUNS HAVE STILL NOT BEEN REUNITED' SAYS PAUL AYAH ABINE --

Former member of Cameroon's RDPC party, Paul Ayah Abine, refuses to back down from his fight for peace in the linguistically divided country. *Read more...*

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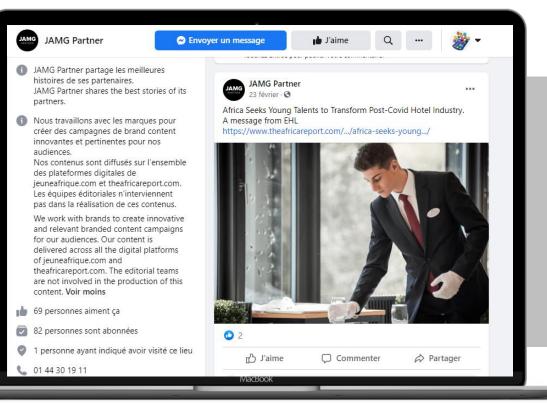
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ON THE POD



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Media Promotion



FACEBOOK POST

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





KPIs & Pricing

KPIs

OFFERED

PRICING

4,000

Guaranteed visits

Duration: about 5 weeks

3 DAYS

Takeover

Value: €3,000

TOTAL NET excl. Tax:

€6,900

+ Technical Fees: €500

(online publishing, proofreading, layout of the brand content, etc.)



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