

DIGITAL MEDIA KIT

the africa
report



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



GHANA



SOUTH AFRICA



ZIMBABWE



KENYA



CÔTE D'IVOIRE



ETHIOPIA

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

Our MEDIA Solutions

01

CLASSICAL OFFERS

Branding & Performance

Display Offers

Special Format

02

SPECIAL OPERATION OFFERS

Engagement & Awareness

Special Feature Sponsorship

Branded Content



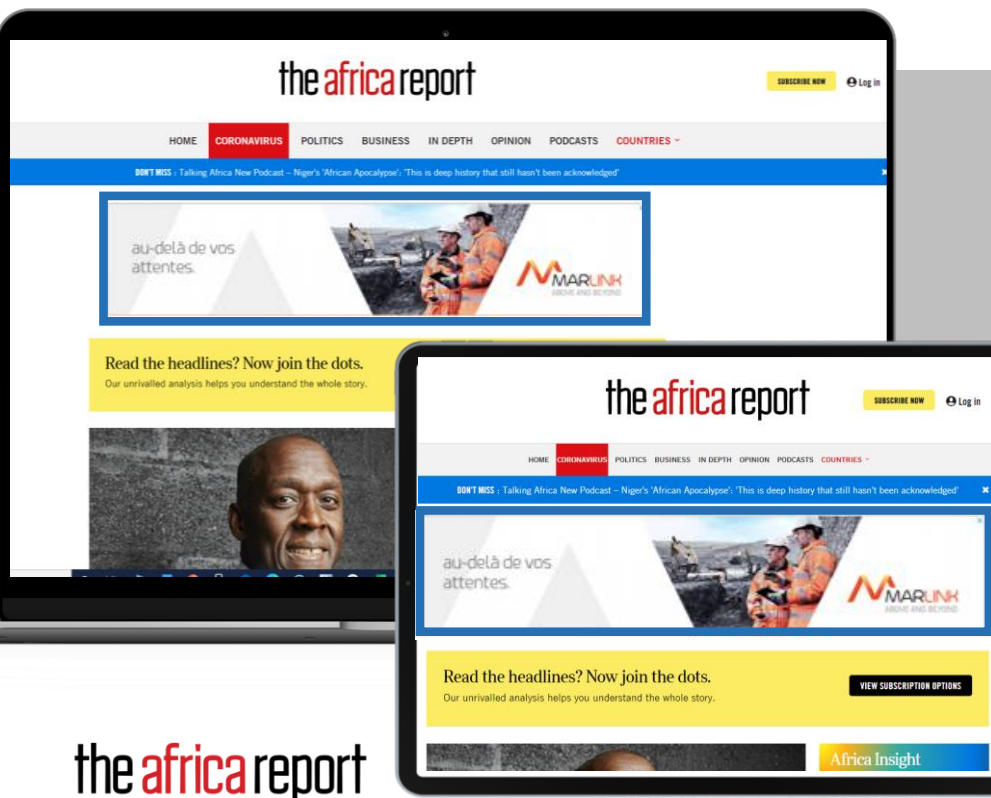
CLASSICAL Offers

Branding & Performance

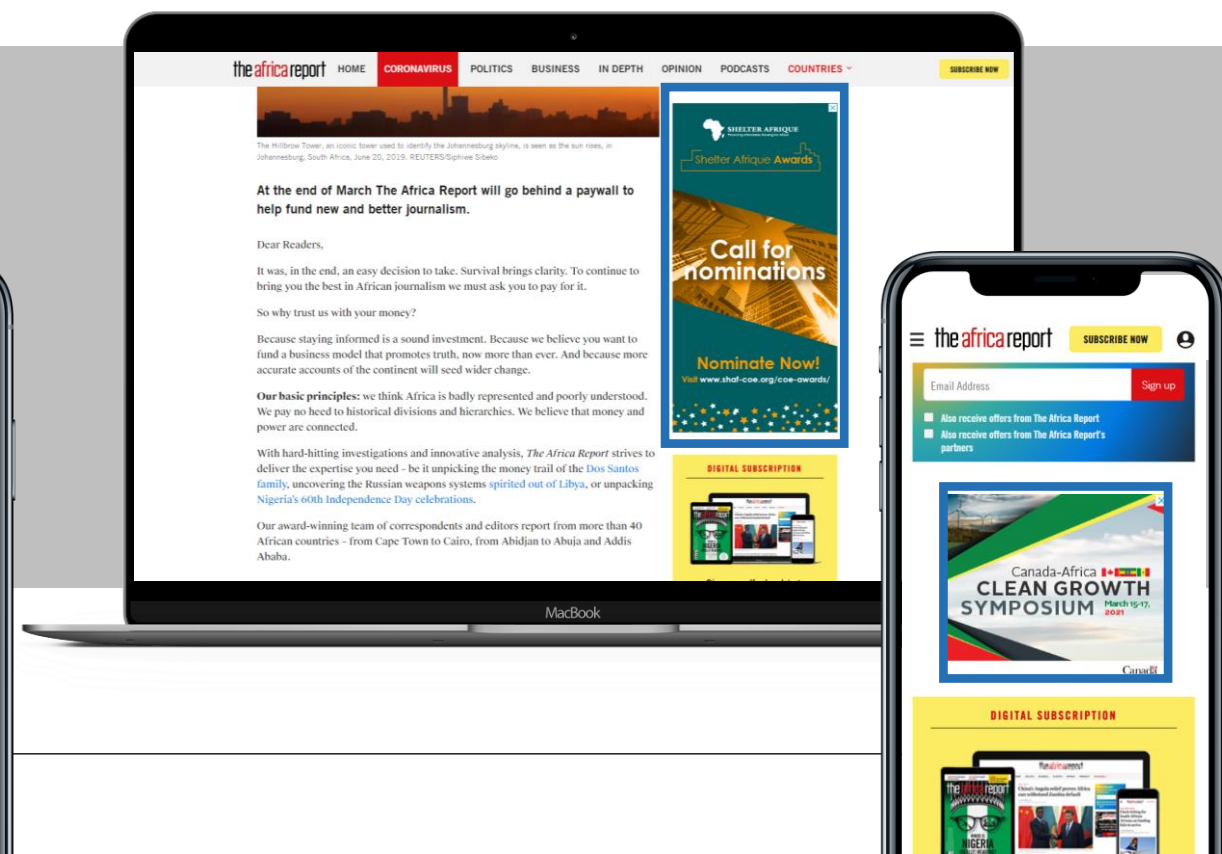
DISPLAY OFFERS

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

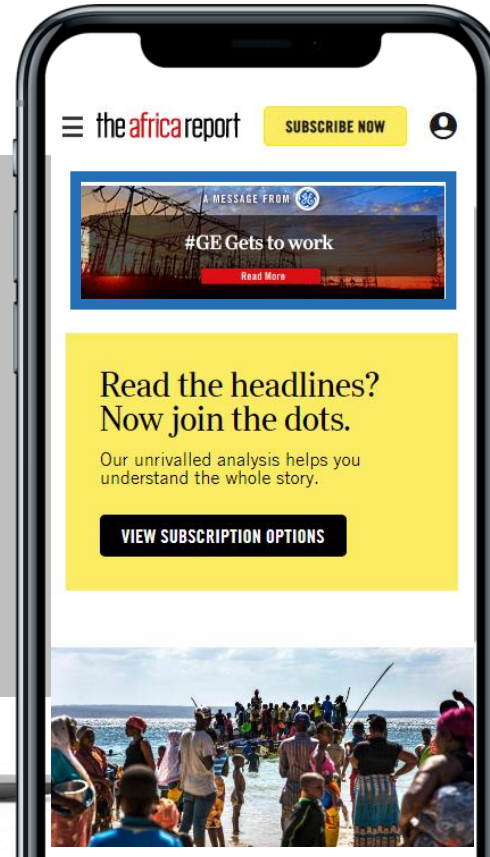
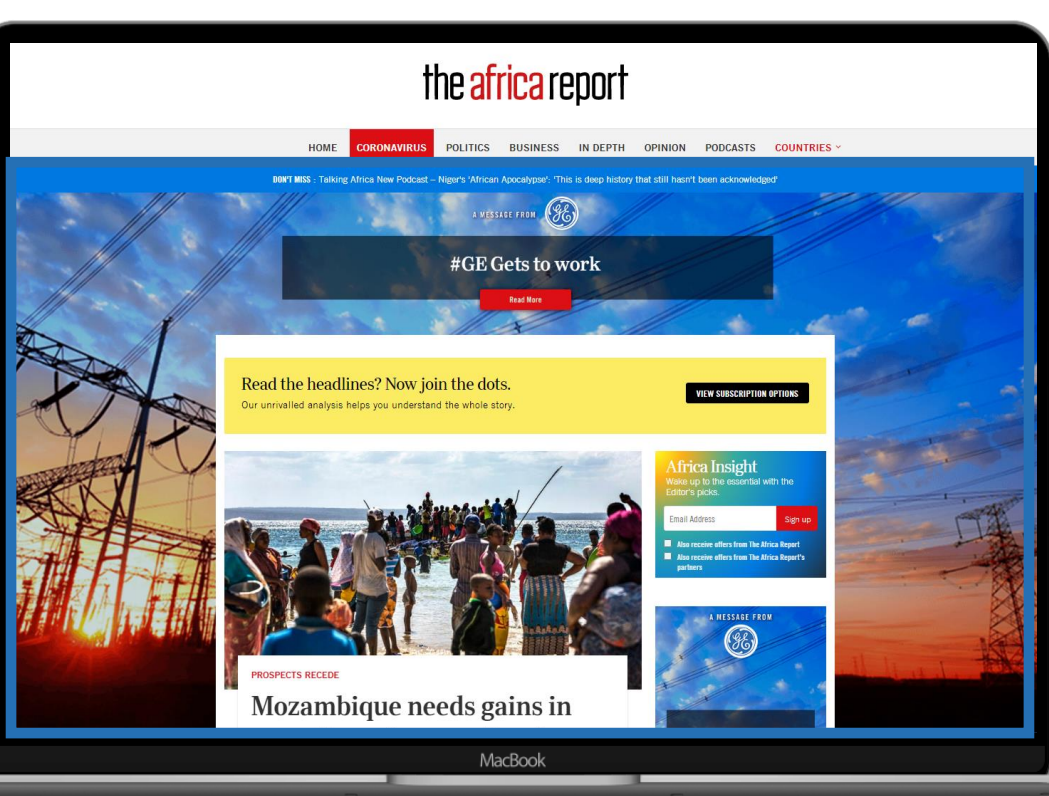
Ad types: Takeover & Medium Rectangle or Half Page

Duration: 1 day

Position: Homepage

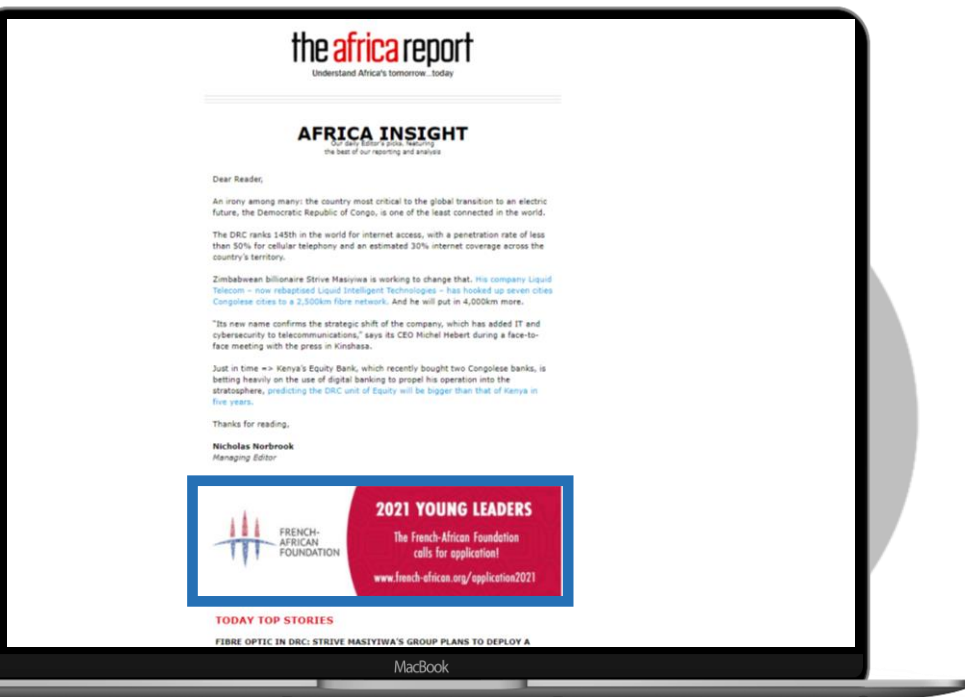
Device: Desktop & mobile (masthead)

TOTAL NET excl. tax: €1,150



SPECIAL FORMAT

Newsletter



“AFRICA INSIGHT” 35K recipients

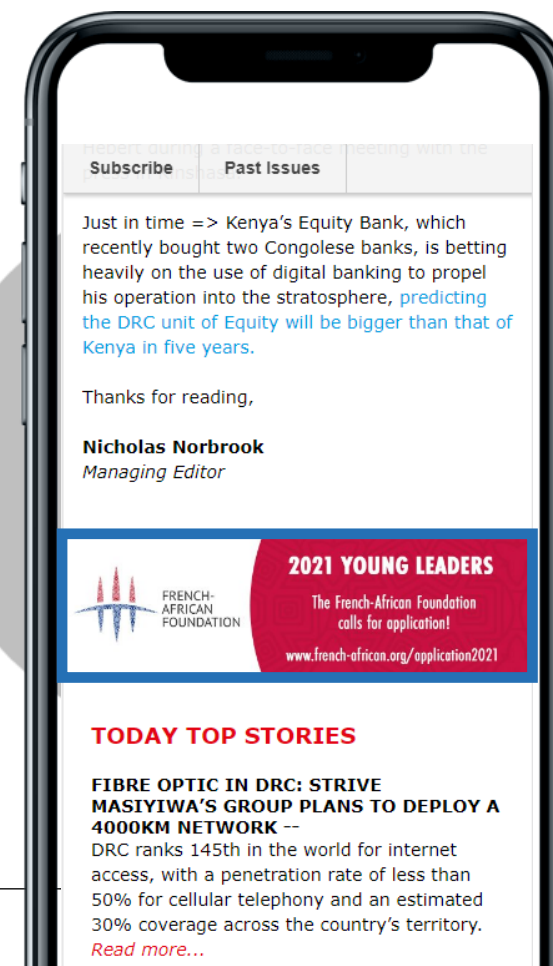
5 weekday newsletters
Average Open rate: **20%**

Ad type: multidevice Masthead

Position: middle

Duration: 1 week

NET PACKAGE excl. tax:
€1,000*



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*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”

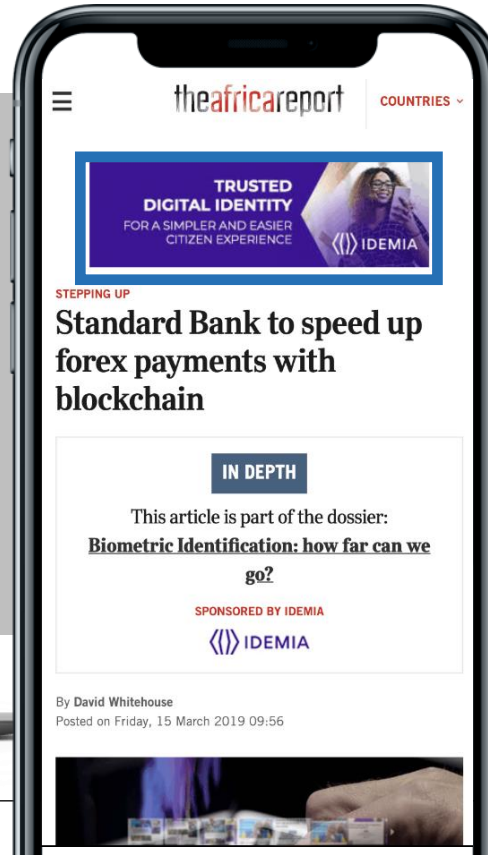
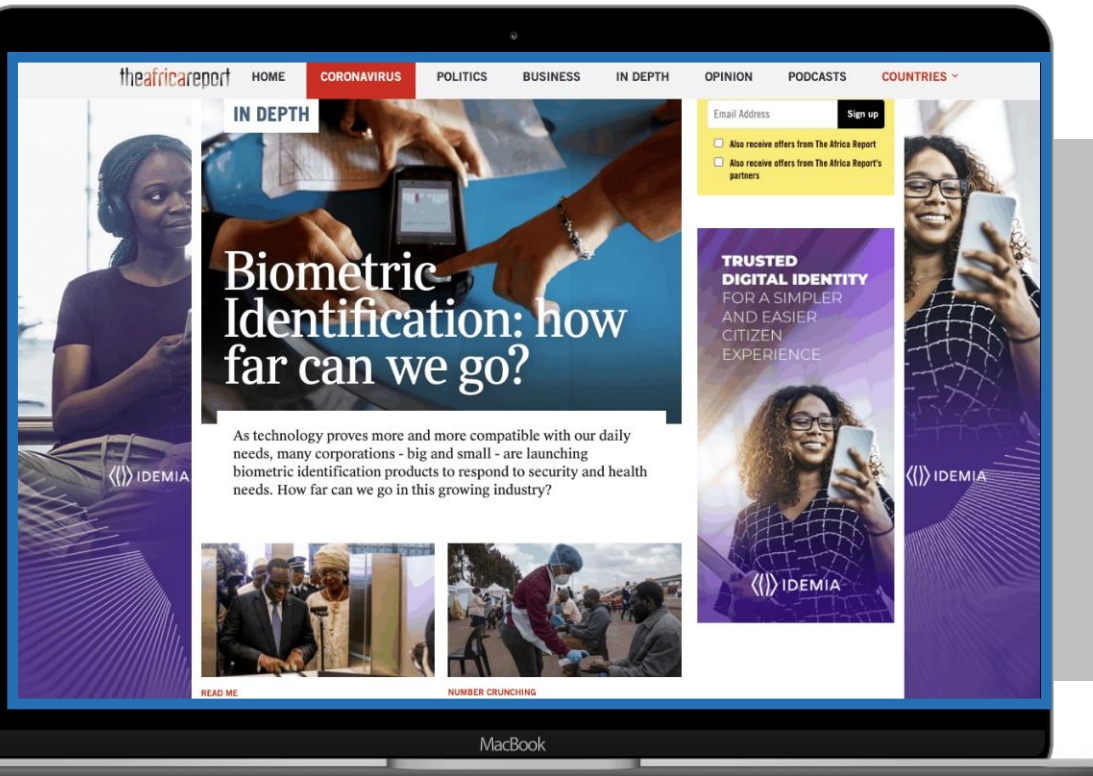
(100% SOV on all Ad formats within the special feature)

Run Of Site (ROS) impressions added across the website

SPECIAL FEATURE SPONSORSHIP

The process

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):

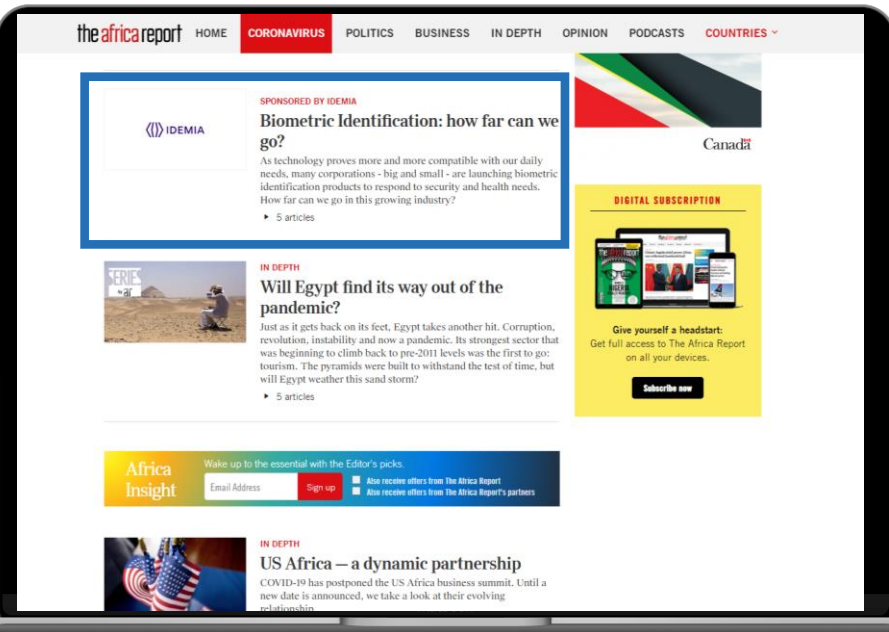
Multidevice Masthead &
Half page

SPECIAL FEATURE SPONSORSHIP

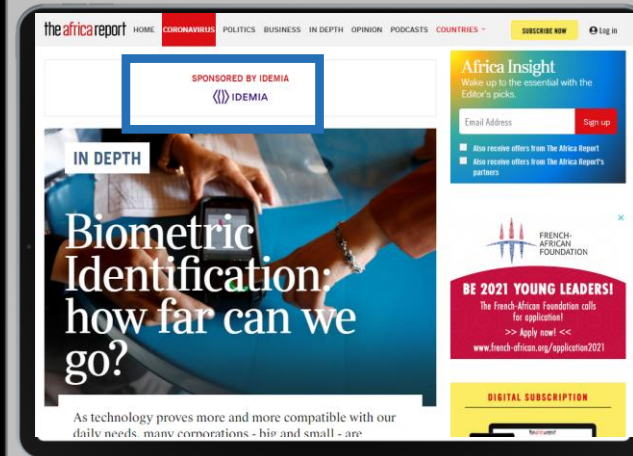
Editorial Promotion

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

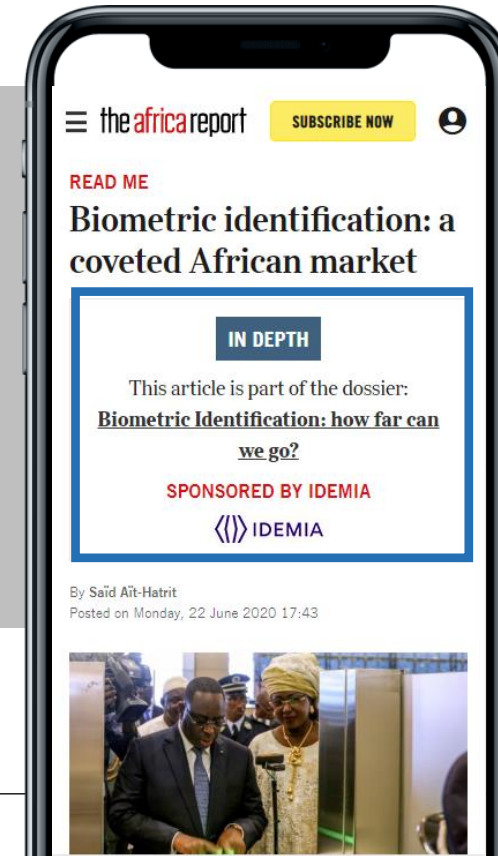
In depth Section



Special feature HP



Header of the special feature



SPECIAL FEATURE SPONSORSHIP

KPIs & Pricing

KPIs

300,000 impressions

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

EDITORIAL PROMOTION

OFFERED

PRICING

TOTAL NET HT :

€3,600

CPM: €12

BRANDED CONTENT

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

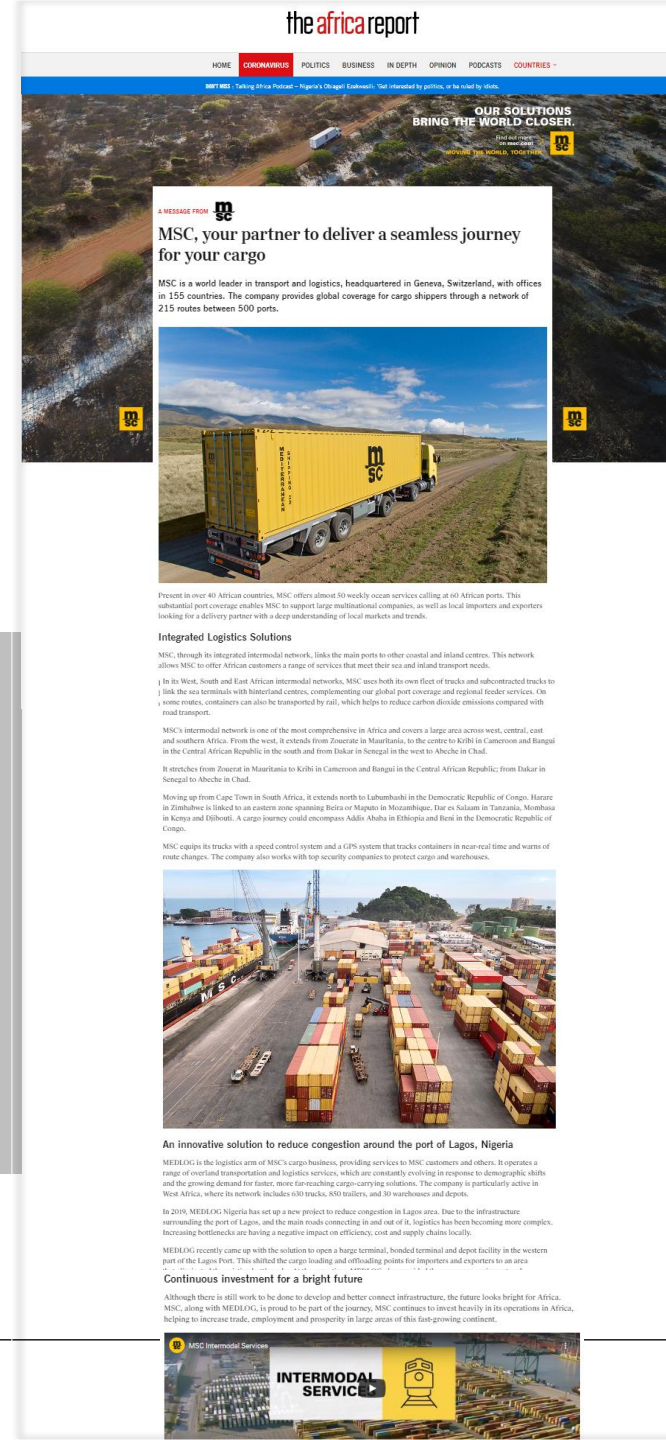
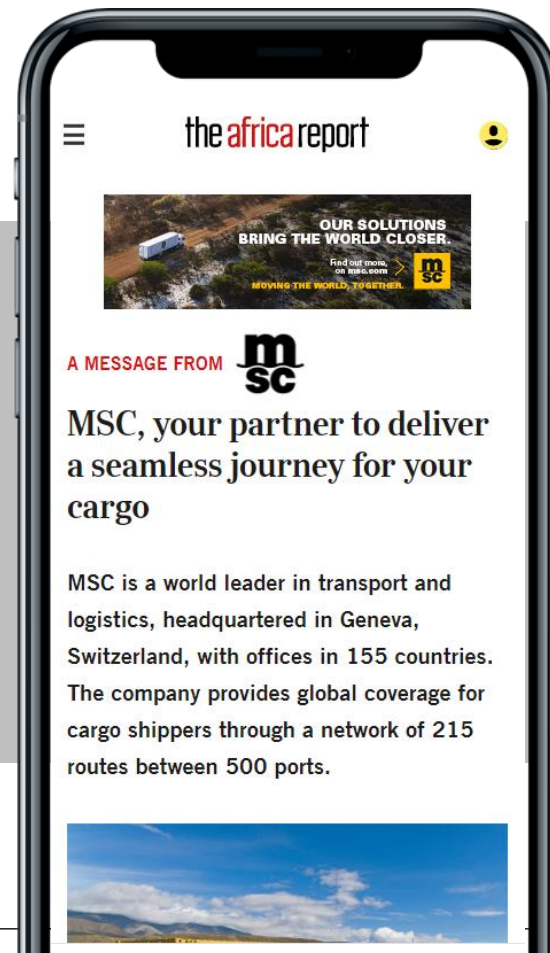
Guaranteed number of visits of the branded content page

BRANDED CONTENT

Partner Branded Content page

Live

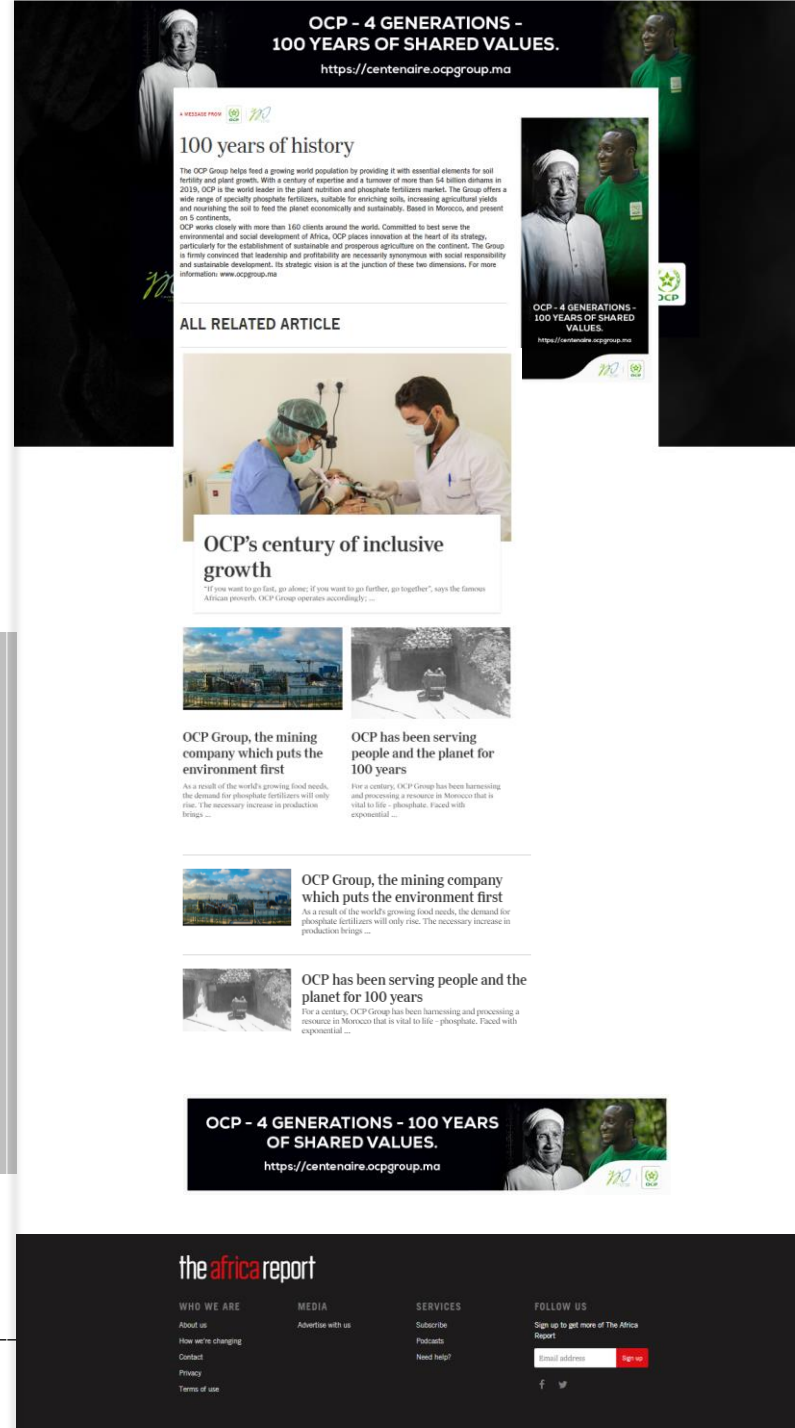
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BRANDED CONTENT

Partner dedicated Hub

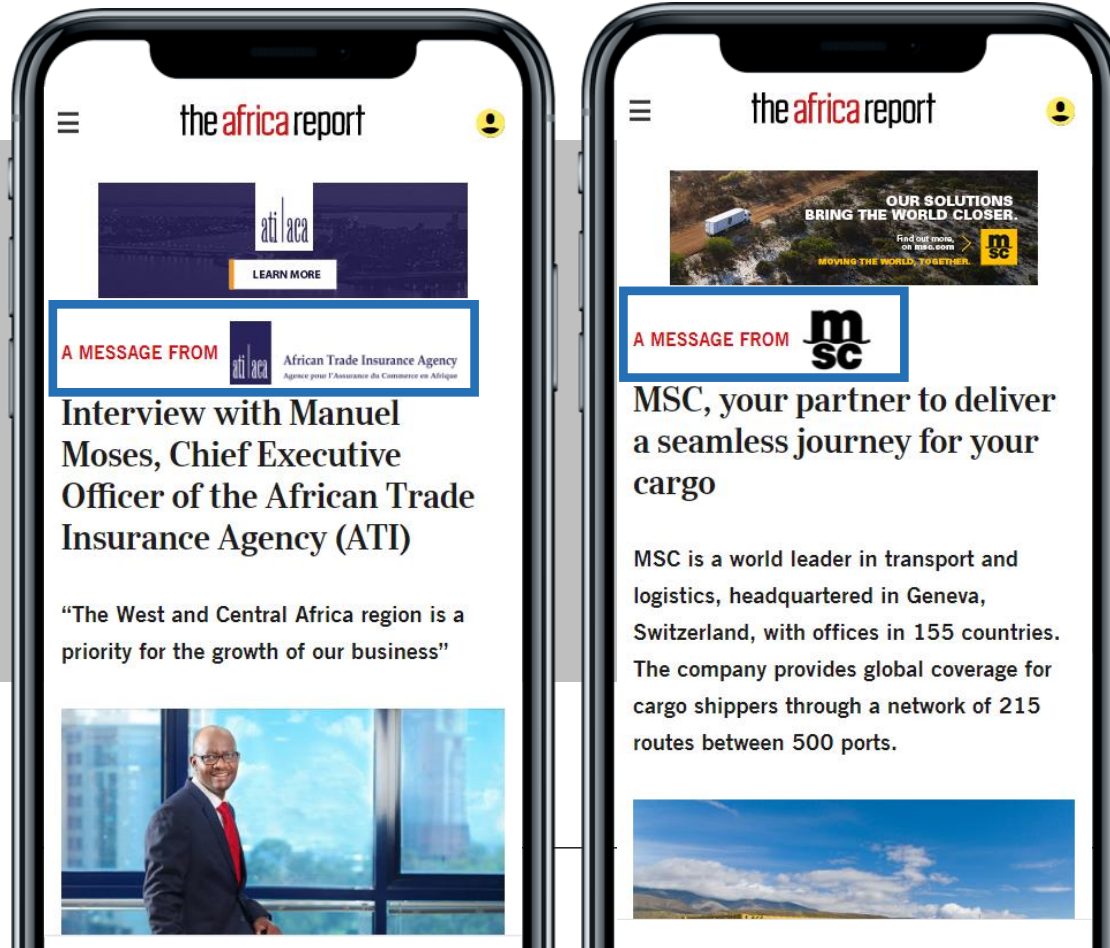
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BRANDED CONTENT

Labelled "A message from"

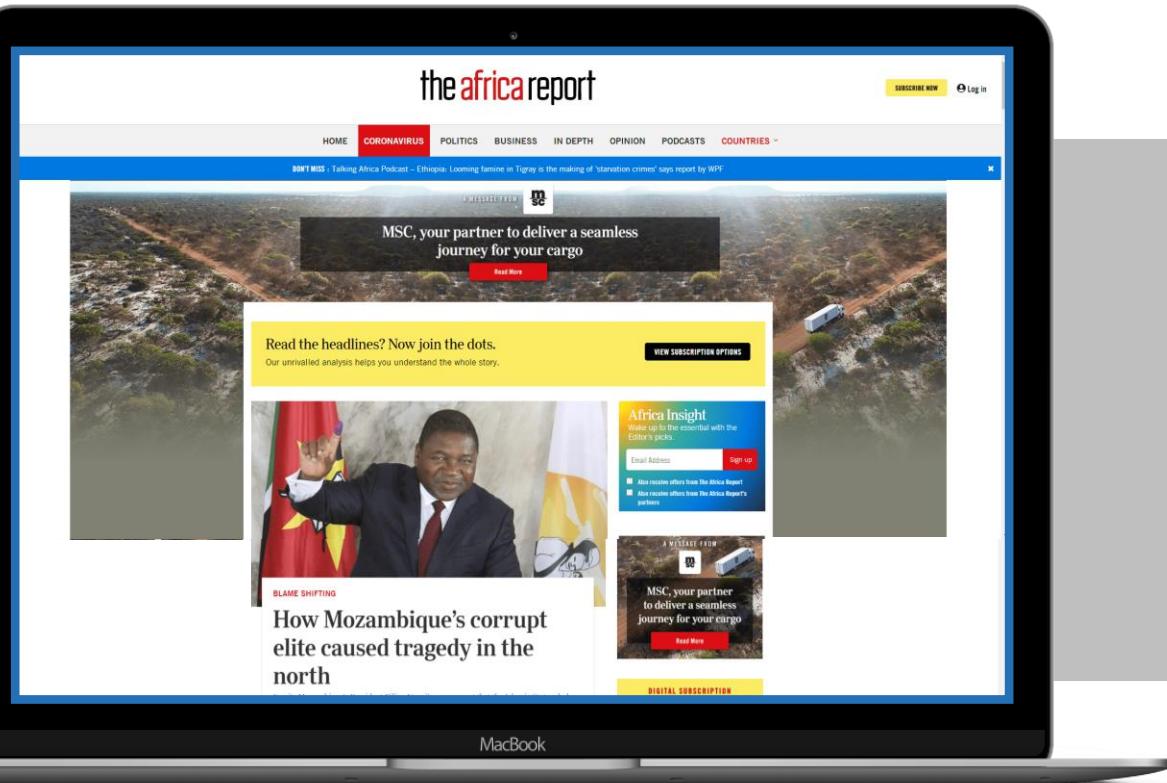
On all the dedicated hub, branded content page & on any media promotion exposure, highlight of the partner with his name and logo, **labelled** "A message from"



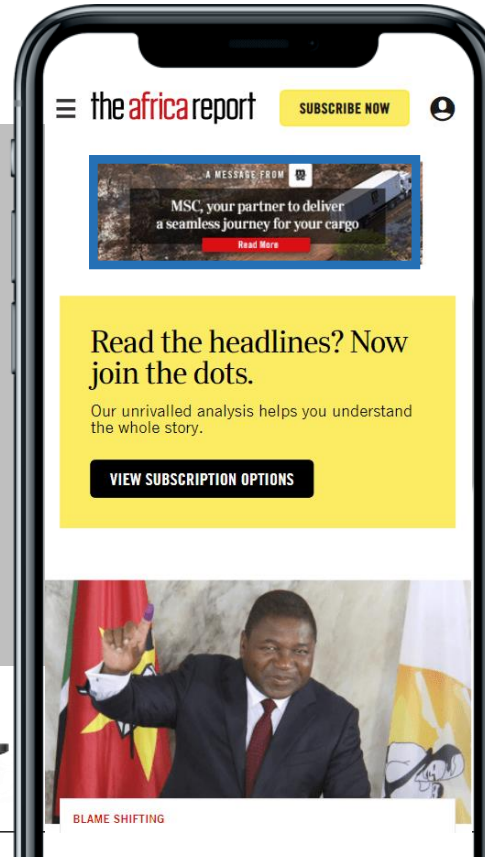
1. Display of the logo OR the name of the advertiser according to the technical specifications of each page
2. For Governments, institutions or NGOs: "Sponsored content"

BRANDED CONTENT

Media Promotion



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AD TYPES

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

*(Takeover + Half Page & equivalent
mobile device format)*

Duration: 3 days

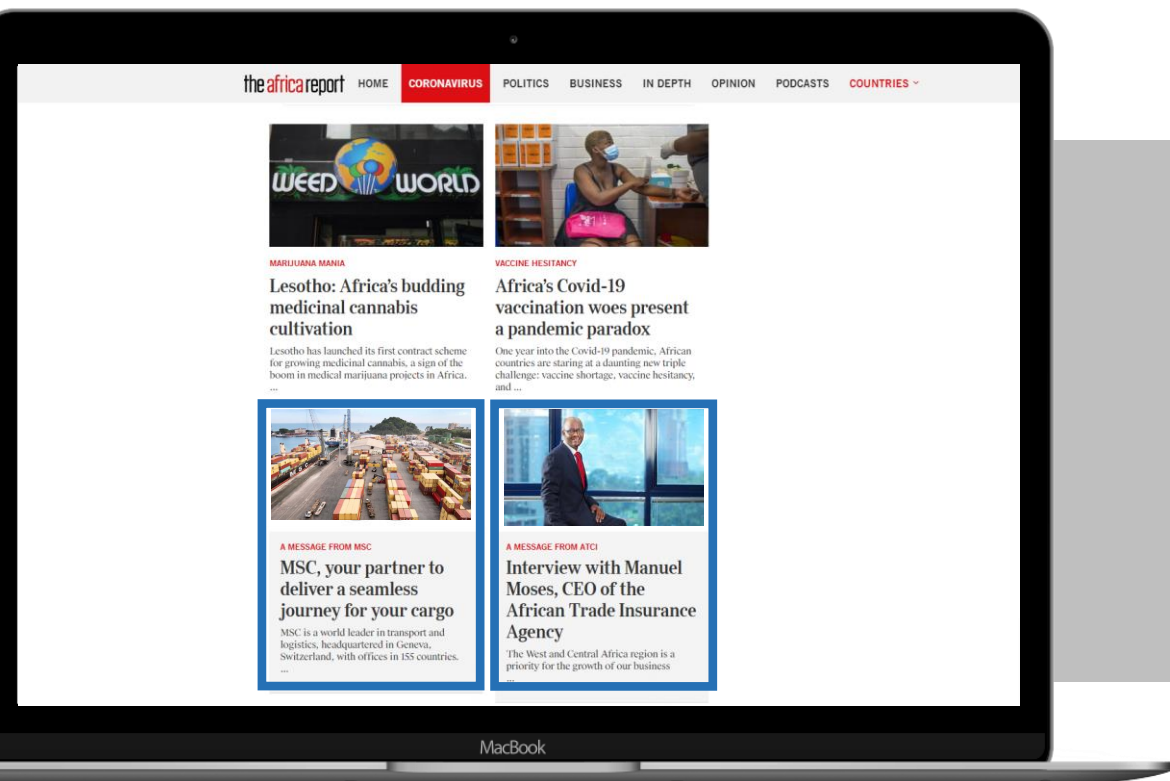
BRANDED CONTENT

Media Promotion

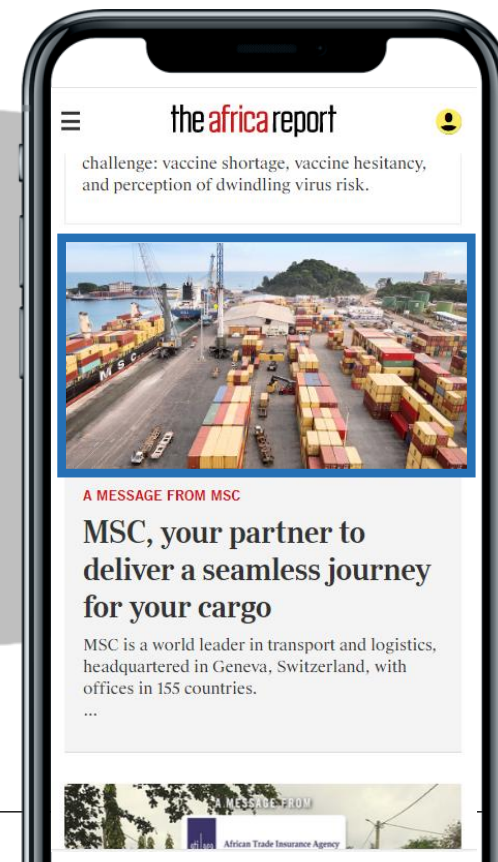
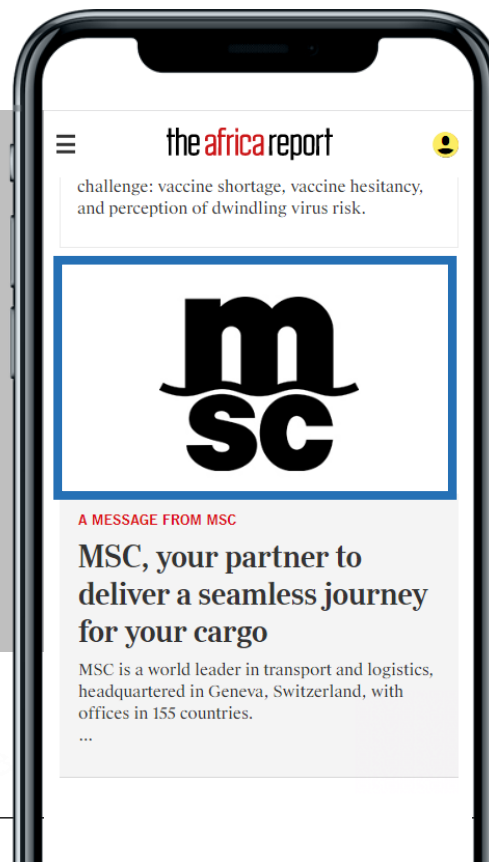
CONTENT PROMOTION

Homepage Front Boxes

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



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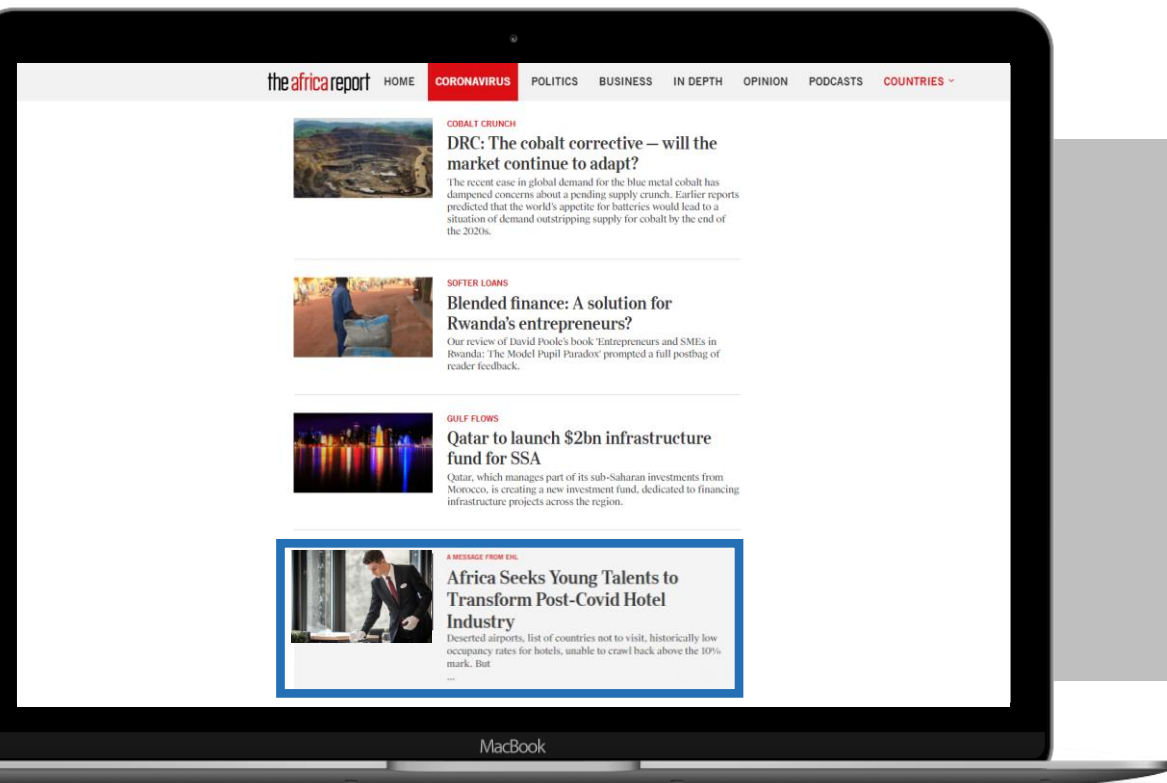
BRANDED CONTENT

Media Promotion

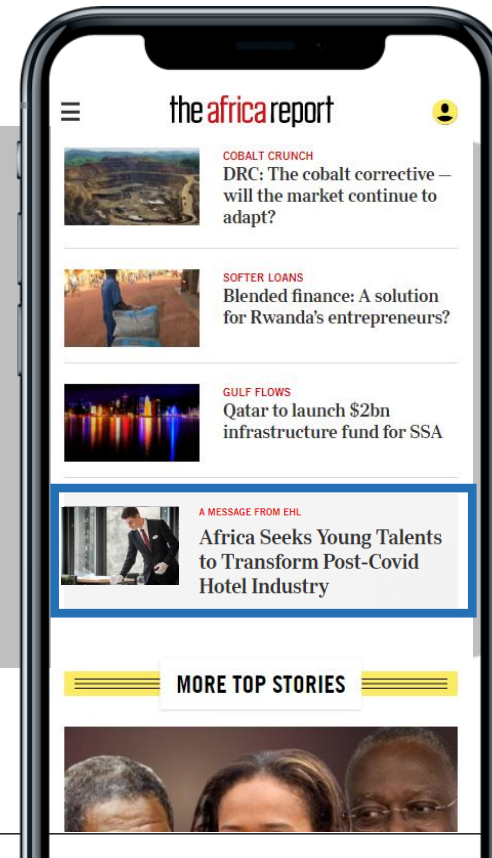
CONTENT PROMOTION

Homepage Feed

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



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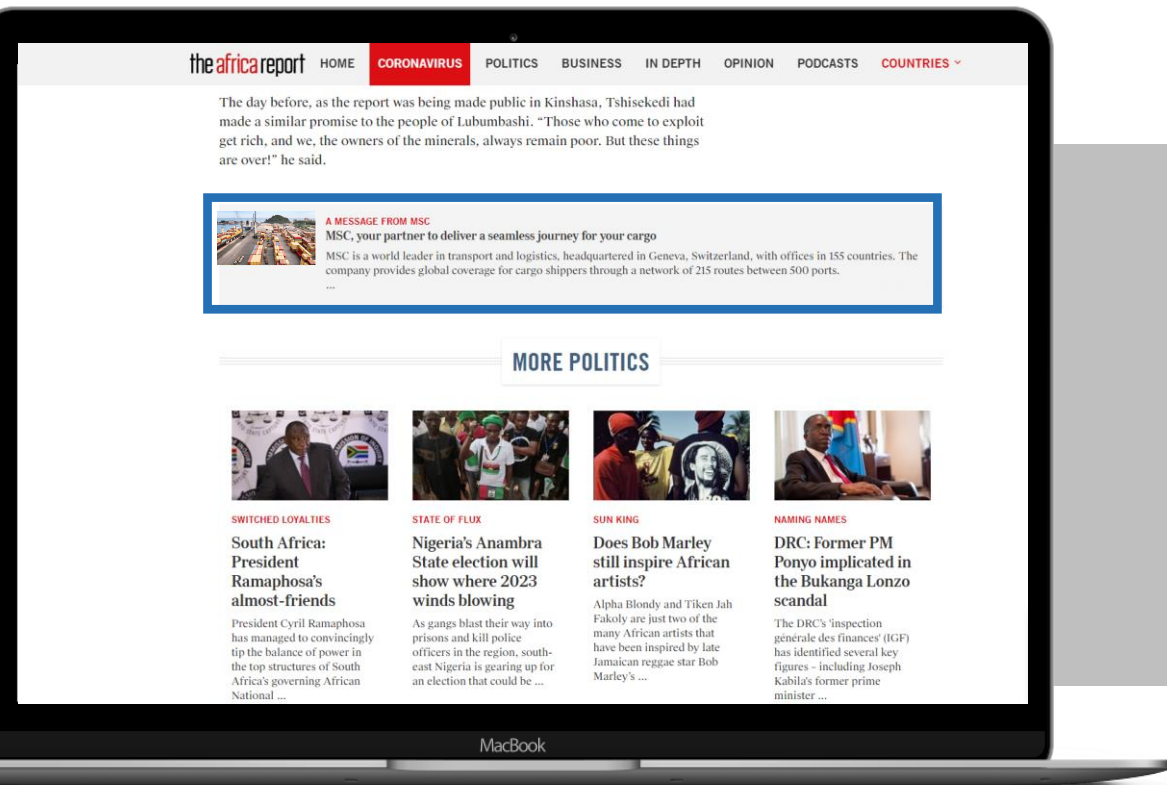
BRANDED CONTENT

Media Promotion

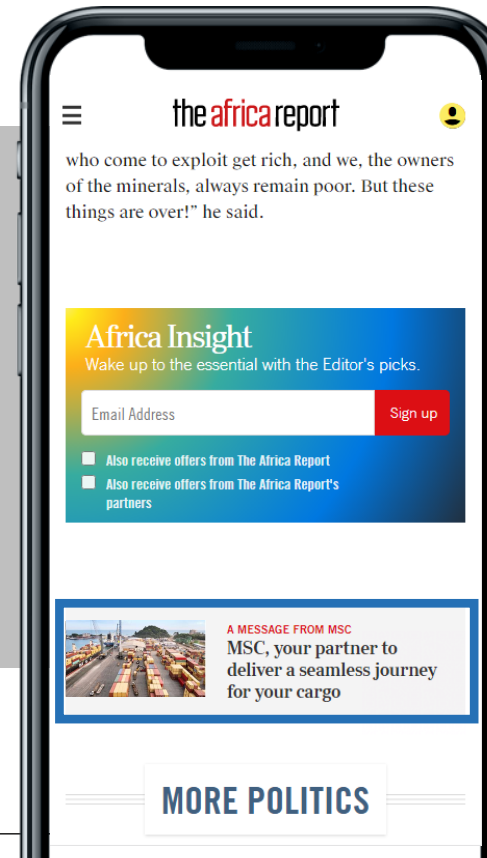
CONTENT PROMOTION Articles

Bottom of articles

(with interchanging between thumbnail photo and logo)



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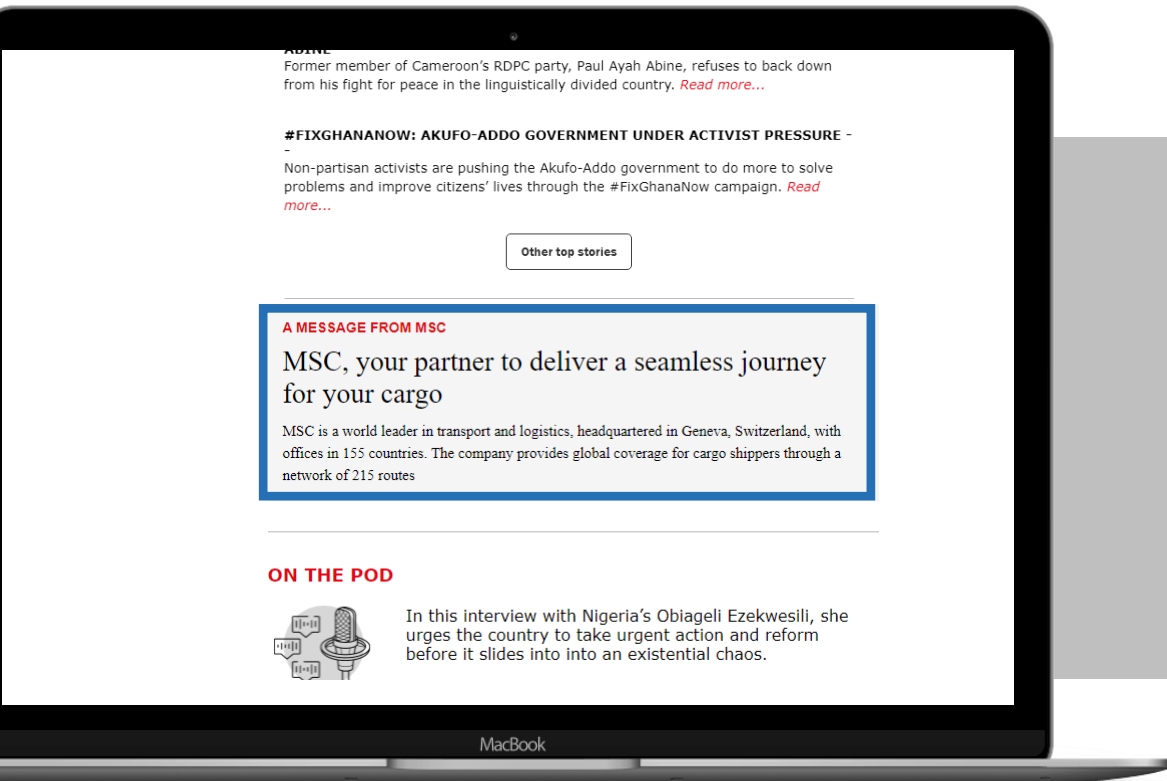


BRANDED CONTENT

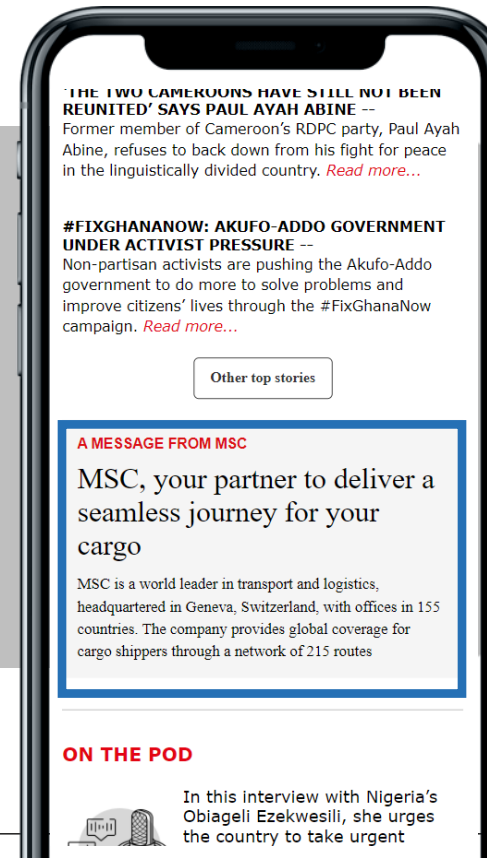
Media Promotion

CONTENT PROMOTION Newsletter

Promotion appeal within the newsletter "Africa Insight"



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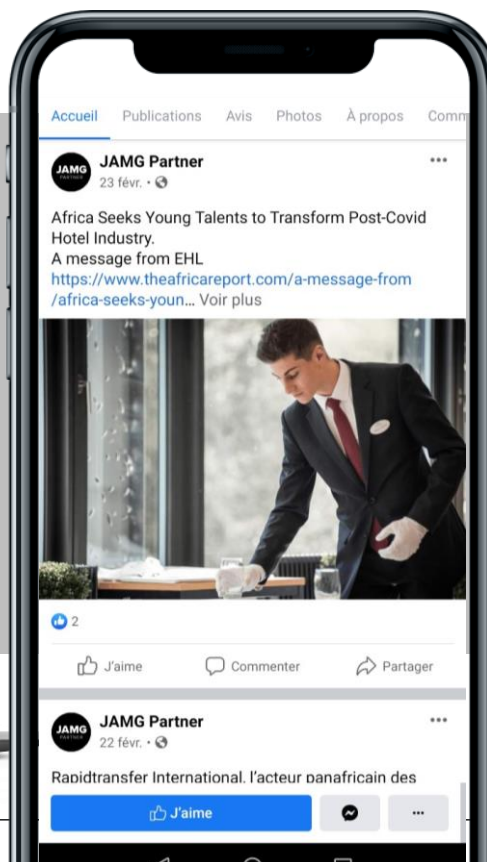
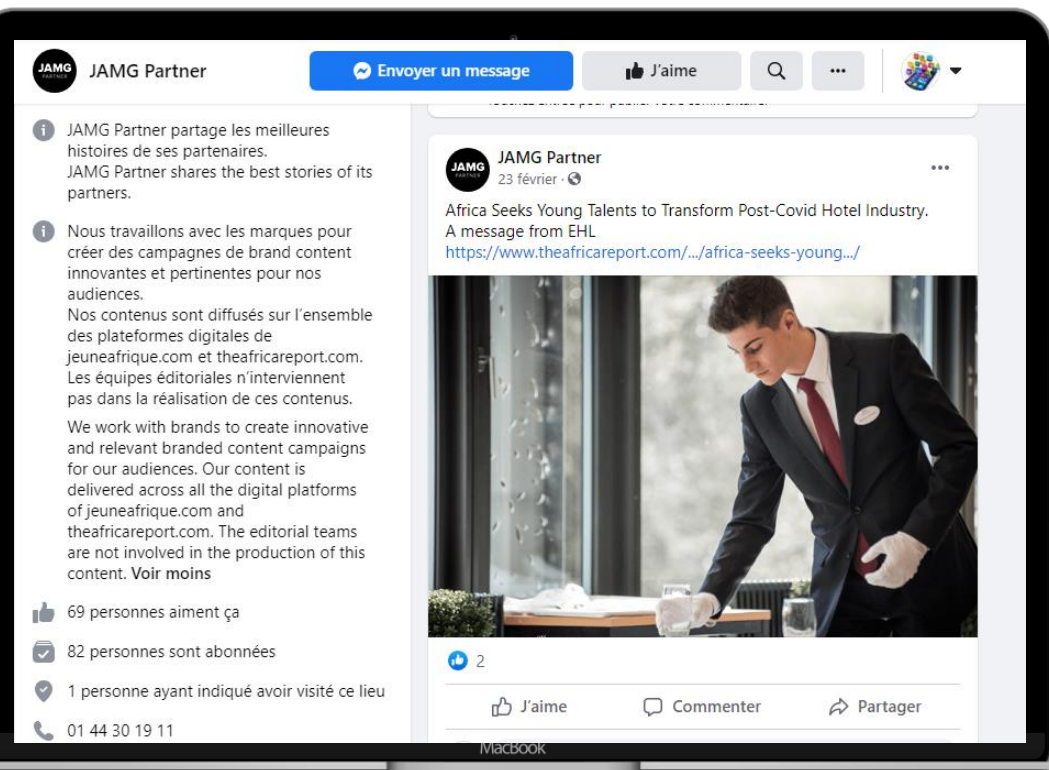
ON THE POD
In this interview with Nigeria's Obiageli Ezekwesili, she urges the country to take urgent

BRANDED CONTENT

Media Promotion

FACEBOOK POST

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



BRANDED CONTENT

KPIs & Pricing

KPIs

4,000

Guaranteed visits

Duration: about 5 weeks

OFFERED

3 DAYS

Takeover

*Value:
€3,000*

PRICING

TOTAL NET excl. Tax:

€6,900

+ Technical Fees: €500

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

CONTACT

Mickael DETAYE

Deputy Managing Director
m.detaye@jeuneafrique.com

Patrick RABARIJAONA

AdTech Director
p.rabarijaona@jeuneafrique.com

Aline JAMIER

Head of Digital Consulting
a.jamier@jeuneafrique.com

Mounina DIARRA

Traffic Manager
m.diarra@jeuneafrique.com