

# THE AFRICA REPORT, a multi-media brand



Magazine + Website + Mobile Apps +  
Newsletter + Social Networks + Events

## 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

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