

AFRICA AGRIBUSINESS

Magazine

Advertising & Media Kit 2017





We Connect Businesses, African Farmers and Governments

"AAM provides editorial coverage for influencers and decision makers"

Distinctive Advertising Opportunities



Print & Digital Media Packages
 Full-Page Print + Website Banner
 Social Media + E-Shots

Starting at *just* \$700 USD

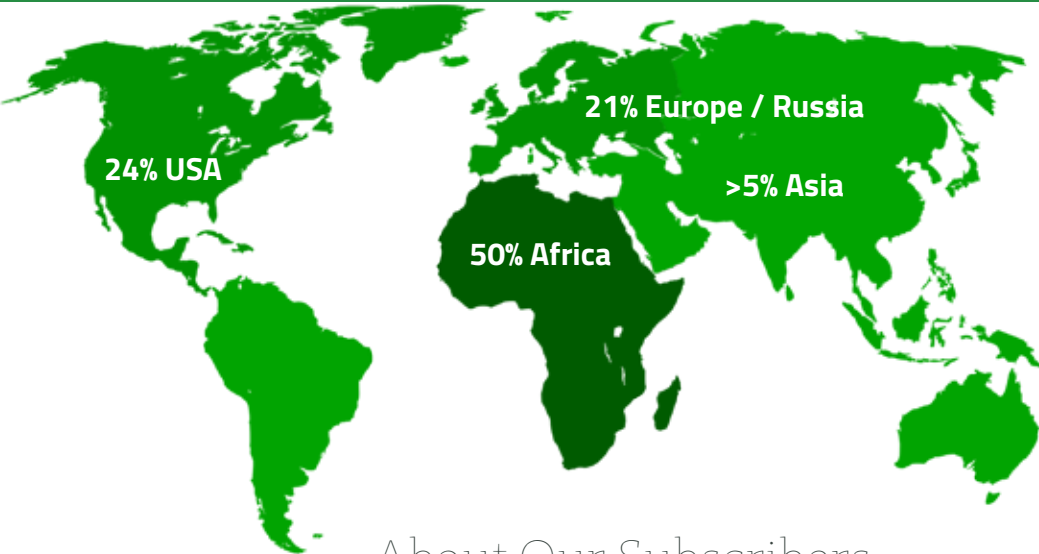
Contact info@africaag.org today!

For more information about advertising in Africa Agribusiness Magazine please contact advertising and sales

✉ alex@africaag.org ☎ +1 345-254-8545

✉ jeff@africaag.org ☎ +1 310-866-2890

Geographic Readership Statistics



About Our Subscribers

AAM is distributed to professionals who are involved in agriculture, international business, and investment around the world. These professionals are always looking for new ideas, services, and products. AAM is printed bi-monthly and is distributed in hard copy, electronic copy, and via our website.



Hard copies of each edition of AAM are distributed to the President as well as to the Embassies of the following countries

Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Comoros
Cote d'Ivoire
Democratic Republic of Congo
Djibouti
Ethiopia ★
Gambia

Ghana ★
Guinea
Guinea Bissau
Kenya ★
Lesotho
Madagascar
Malawi
Mauritania
Mauritius
Morocco
Namibia
Nigeria ★
Mozambique

Rwanda
Senegal
Sierra Leone
South Africa ★
Swaziland
Tanzania ★
Togo
Tunisia
Uganda
Zambia ★
Zimbabwe

★ HIGH READERSHIP AREAS

Average Print Circulation per Issue

3,668

Print editions of our magazine are sent to subscribers, key business, and government office in Africa and the United States

Average Online Circulation per Issue

29,500

Based on magazine downloads and active email subscribers for the period of September 2016 - December 2016

Total Worldwide Readership

66,182



This is the total number of agribusiness leaders and decision makers reading Africa Agribusiness Magazine

Based on web analytics and printed print runs on rate of 1/4 per issue

Target Audience

- Agribusiness Decision Makers
- Entrepreneurs
- African Politicians
- Smallholder Farmers
- NGO's
- Government Officials
- CEOs
- Investors
- Agricultural Researchers
- Business Managers
- Environmental Specialists
- Health & Safety Managers
- Supply Managers
- Consultants/Contractors

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Welcome to AAM

Africa Agribusiness Magazine exists in order to connect Africa's agricultural sector to the rest of the world. By doing so, we hope to act as a catalyst to the development of Africa's agricultural sector. We will inform and connect African farmers, businesspersons, and governments with modern technologies, practices, ideas, and materials (increase Africa's human capital). We hope that this will help African nations develop independent and vibrant agricultural sectors which will lead to decreases in malnutrition and general increases in health and well-being for the continent. Furthermore, we hope to help connect Westerners to Africa so that they can gain a greater understanding of African culture and agribusiness opportunities which exist in Africa (increase direct and indirect foreign investment in Africa). While we also want to promote trade between African nations. This approach should help lead to sustainable agricultural development and could lead to growth in other sectors of the economy via linkages.

In order to accomplish these goals AAM publishes a bi-monthly magazine which is distributed in the United States, African nations, and published on the internet. Our magazine focuses upon engaging the outside world with Africa, getting vital information on farming techniques, identifying comparative advantages, helping our readers learn how to invest in the agricultural sectors of certain countries, connecting non-profits, help farmers learn how to access modern farming equipment, and supporting community efforts for development. We have scholarly articles along with more personal articles, so as to balance the content of the magazine and make it more accessible to a larger audience.



Jeff Vosseler / Publisher

Our Goals & Mission

- 1) Feature comparative advantages and opportunities throughout the African continent to our readers who are investors or are interested in becoming investors.
- 2) Share information about agricultural technologies (and those technologies that support agribusiness) between our readers.
- 3) Give our international audience the ability to read stories written by journalists, agribusiness persons, and farmers throughout Africa and the globe.
- 4) Promote the establishment of upper level agribusiness activities, such as commodities exchanges, storage, developing markets, etc.
- 5) Encourage the establishment of infrastructure that is necessary for agricultural development, such as transportation, irrigation, and education.
- 6) Help non-profits network and share resources with one another, the private sector, and governments.
- 7) Encourage liberalism and free markets by featuring articles about successful governmental practices and businesses while also bringing attention to a positive role for government.
- 8) Promote Pan-Africanism and diaspora groups by working together.
- 9) Promote a strong independent African continent with individual, sovereign countries.
- 10) Insure against illegal working conditions by refusing to publish anything by a company or government who mistreats workers.

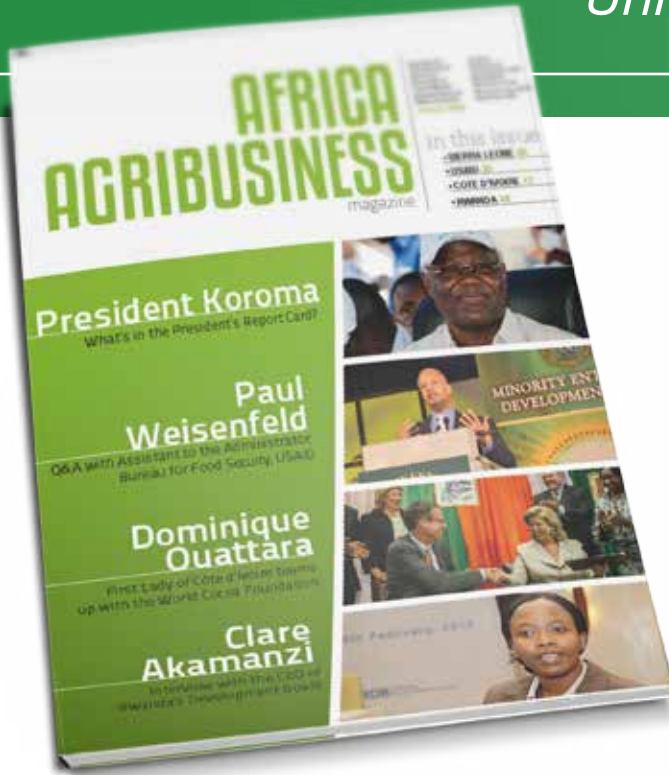
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Unique Advertising Opportunity

"The Blitz" Package



x1 Front Cover

Your company, product, or initiative highlighted on the front cover of Africa Agribusiness Magazine

x1 Highlight Story

An article about your project featured in our magazine and on our website.

Your article will remain as the *top story* on the website for 30 days.

x3 Social Media Campaign

We will promote your product or event on all media channels with three posts per platform. This includes our twitter, facebook, and instagram pages.

x2 Email Newsletters

We'll publish your message to our >2,000 email subscribers via our weekly email newsletter.

Blitz Campaign \$2,000 USD



**AFRICA
AGRIBUSINESS**



TWEETS 583 FOLLOWING 916 FOLLOWERS 2,801

Tweets Tweets & replies Me

You Retweeted
UNICEF @UNICEF · Feb 14
Must read: The @gatesfoundatio children's lives have been saved



Africa Agribusiness

@AfricaAg

Connecting Africa's agricultural sector to the rest of the world. By doing so we hope to act as a catalyst to grow agriculture in Africa.

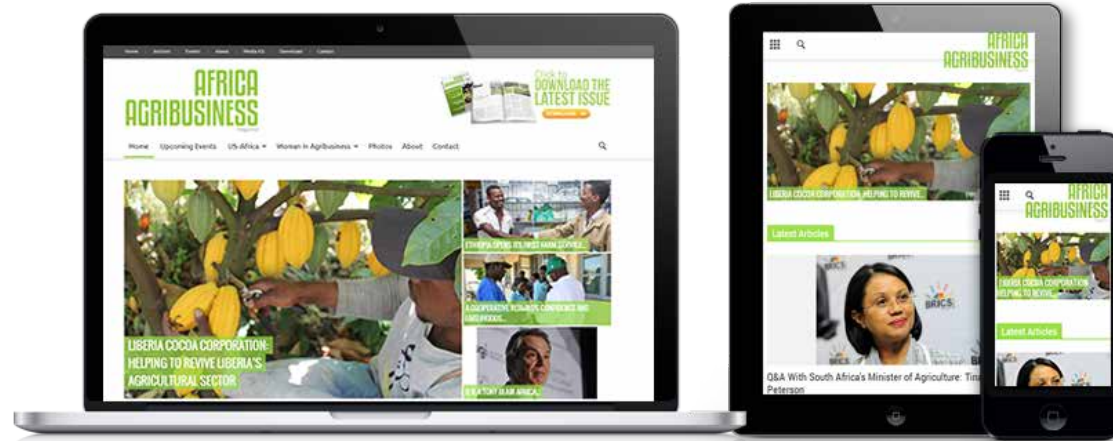
USA

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Online Advertisements



Our website publishes featured articles and press releases from various organizations. It also provides full-text electronic copies of Africa Agribusiness Magazine.

Several different advertisements opportunities are available on Africaag.org, in various sizes, locations, and prices. *Prices for online advertisements are for one month.*



The Leaderboard

- Top of the page position, maximum visibility
- Creative space
- High click-rate guaranteed!

\$500 /month

The Skyscraper

- The largest space: great impact and visibility
- In-line with the content on every page on AfricaAg.org

\$400 /month

The Main Box

- Best value, huge impact
- Great for events or products

\$250 /month

All Prices are in US Dollars

Print Advertisements

A ARE YOU READY FOR THE BIG IDEAS?

BOOK YOUR SEAT AT THE WORLD'S LARGEST SHOWCASE OF INNOVATIONS IN AGRICULTURE and contribute your ideas on how we change the way we feed the world forever.

GAME CHANGERS:
Listen to the players that are revolutionising the way we produce food.
An inspirational array of keynotes, panel discussions, innovation presentations, roundtable discussions and workshops featuring the people that are crafting a vision for agriculture in the future.

B1

B2 WHO WILL YOU MEET?

POLICY MAKERS: Agriculture ministers, Employment agencies, Research & Dev. in government, Research agencies, Multinational management agencies, A&E agencies.

NGOs: Agriculture specialists, Project managers, Funding managers.

INNOVATORS: Start-ups, Agribusinesses, Agripreneurs, Agri-ventures, Agri-preneurs, Agri-preneurs.

INVESTORS: Private, Venture capitalists, Institutional.

AGRICULTURAL PRODUCERS: Food, Seed, Plant, animal, Livestock, Large scale, Small scale.

C

D

BOOK YOUR PLACE TODAY AT WWW.NATIONSINAGRICULTURE.COM

Global forum for innovations in agriculture

A - Full Page Ads

Perfect for Agricultural Manufacturers, Consulting Companies, and other International Companies who have been working in Africa or are looking to start working in Africa.

\$1,250

B1 & 2 - Half Page Ads

Effective for smaller companies, businesses which have previously done full page ads, and companies with a single or small product line.

\$500

C & D - Quarter Page Ads

Get the word out about your company without having to purchase a large ad. A quarter page is just enough room to grab our readers' attention and give them your website.

\$250

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Special Advertisement Offers



A GIANT STEP FOR YOUR CAREER AND COMPANY AWAITS YOU

JUST A FEW STEPS OUTSIDE OF YOUR COMFORT ZONE.

Join world-class faculty and a network of global peers in our Executive Education programs. Through our case-based approach to learning, you'll emerge with the leadership skills and global perspective you need to make a significant contribution to your organization. Take the next step in your career.

HARVARD BUSINESS SCHOOL
Executive Education

Learn more www.exed.hbs.edu/2015 →

Articles Featuring Your Company

Perfect for Agricultural Manufacturers, Consulting Companies, other International Companies who have been working in Africa or are looking to start working in Africa. These articles will help get your business recognized by governments, businesses, farmers, investors, and individuals who will be interested in purchasing your equipment and/or services. You can send us an article your company has already written or we can have experience journalist work with you to create the perfect feature for publication.

\$2,000-6,000

Front Cover/ Back Cover

Do you want everyone to see your company once they look at AAM? If you are doing something big pertaining to Africa AAM is ready to do a cover issue about you. This would come with an article, your company on our cover, and advertisements.

\$5,000

The back cover is also a great place to advertise. When people carry AAM around it will be easy to see your advertisement! People that aren't even subscribers will see your ad.

\$3,000

WHO WILL YOU MEET?

POLICY MAKERS | **BIOS** | **INNOVATORS** | **INVESTORS** | **AGRICULTURAL PRODUCERS**

BOOK YOUR PLACE TODAY AT WWW.INNOVATIONSINAGRICULTURE.COM

Global forum for innovations in agriculture
2015 February 20-24
Addis Ababa, Ethiopia

THE WORLD FOOD PRIZE

2013 BORLAUG DIALOGUE

"The premier conference in the world on global food security."

THE WORLD FOOD PRIZE LAUREATES FROM AFRICA

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Additional Information

Discounts

Non-Profits, Churches, and Small African Businesses, are all eligible for discounts on advertising. We exist to help small African businesses and farmers get their feet off the ground. If you have new products or initiative that you would like help you in promoting your small business at a discounted rate.

We can offer discounts in a variety of circumstances. If you would like to create an advertising campaign for more than 3 months leading up to an event or product launch then you are eligible for a discount. Additionally, we like to help non-profit organizations communicate their experiences and successes. If you have any small-holder farmer success stories please share them with us so we can communicate them to our audience.

For Journalist and Academics

If you have an article that you would like published in Africa Agribusiness Magazine please send it to info@africaag.org for our team to review. We will get back to you within 48 hours to inform you if it is eligible for publication.

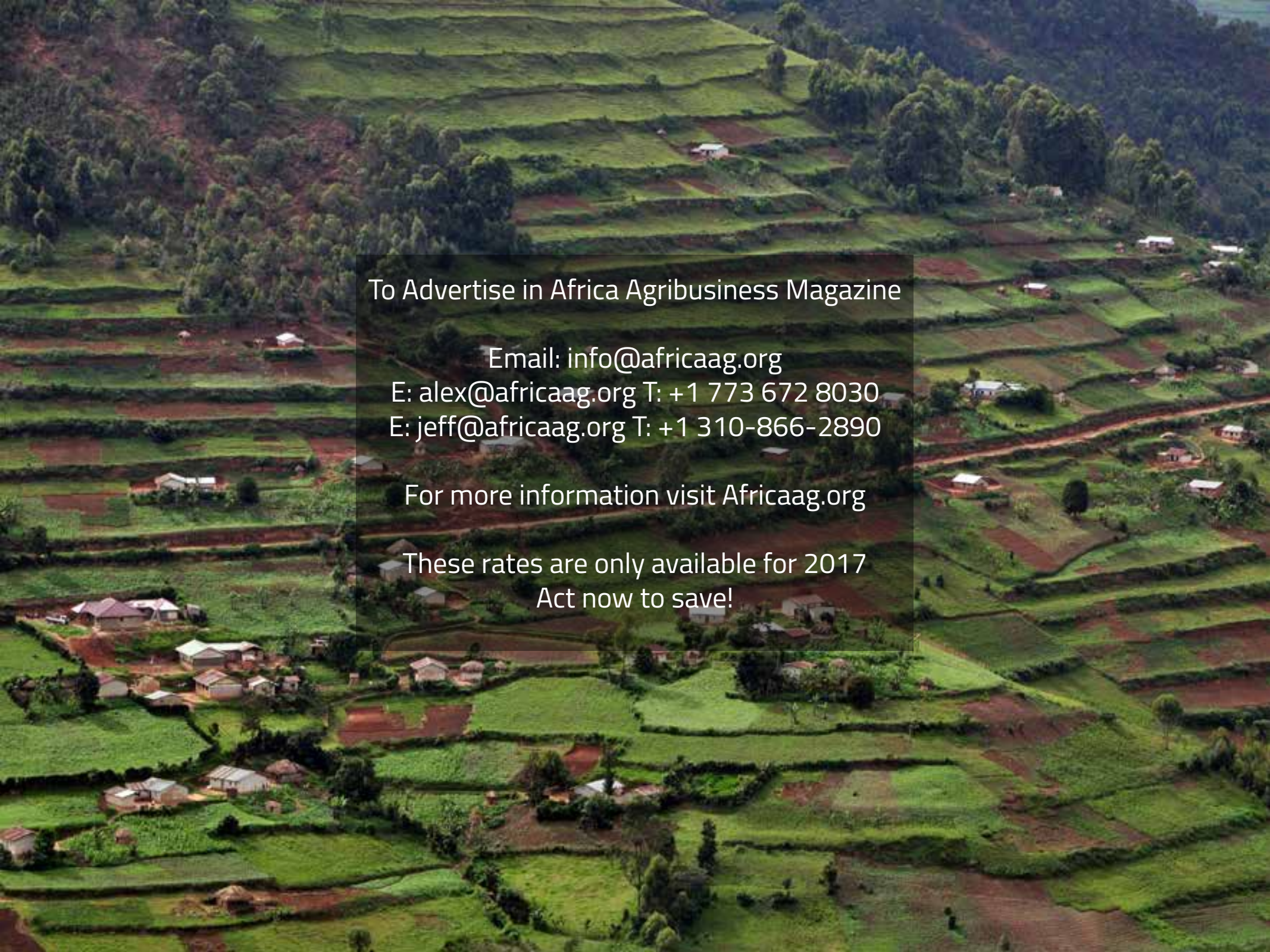
Ad Specifications

Bleed of at least 0.1181 inches minimum all sides.

PDF format preferred, J-pegs are acceptable (please don't e-mail us a locked PDF). If you do not have an advertisement ready please e-mail us print quality graphics. CMYK colors print most accurately and are suggested!

AAM is not responsible if colors do not transfer over properly. Printing uses physical colors while computer screens use light. For this reason colors are not always the same from one medium to another and we are not responsible for this.





To Advertise in Africa Agribusiness Magazine

Email: info@africaag.org

E: alex@africaag.org T: +1 773 672 8030

E: jeff@africaag.org T: +1 310-866-2890

For more information visit Africaag.org

These rates are only available for 2017
Act now to save!