

BEING IN AFRIQUE,
BEING IN THE WORLD



AM ÊTRE EN AFRIQUE, ÊTRE DANS LE MONDE
afrique
magazine



MEDIA KIT

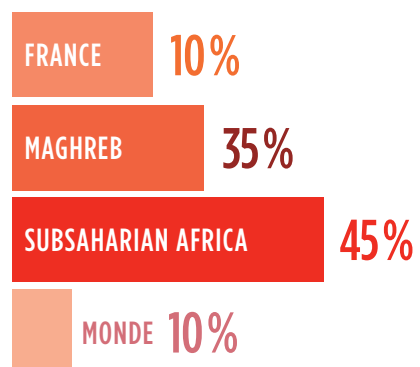
www.afriquemagazine.com

A UNIQUE MAGAZINE

afrique the leading pan-African magazine for nearly 40 years, has an original point of view based on a variety of approaches and a continuous cross-section of perspectives. Politics, society, ideas, culture, business, entertainment, we are at the crossroads of Africa's many realities. Looking at a continent that has been reborn again and connected to the world. With high writing and visual standards. The articles are researched and produced by experienced staff, local journalists and special correspondents. **afrique** is a resolutely high-end magazine also focusing on lifestyle and trends. Its a bi-monthly with ten releases per yer, reflecting our ambition and our brand. We add to these releases special issues of the collection **ensuite** which focus on a particular country, major cultural or sports event, travel or fashion, a social theme, a key contemporary opportunity... Our readers reflect the identities of our magazine : urbane, influential, well-travelled, globalised Africans (and non-Africans).

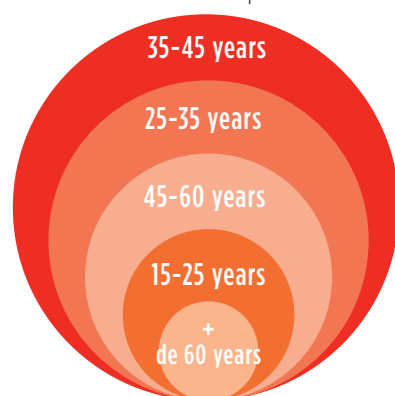
A STRONG AUDIENCE

THE GEOGRAPHICAL BREAKDOWN OF OUR READERS



OUR READERS

by age
and level of importance



400 000
READERS

DISTRIBUTED
IN OVER
40 COUNTRIES

50 000
COPIES
PER ISSUE

BEING IN **AFRIQUE**,

ADVERTISING

Print

International advertisers turn to **afrique** for wide coverage. The QJD certified publication is available in all the francophone countries, the world's major capitals, on many airlines and in several VIP lounges.



SUPPLEMENTS

An investigation focusing on a country or a major news topic gives national advertisers an opportunity to reach people beyond their borders.

THE DISCOVERY SECTION

A 16 or 32-page supplement in the heart of the magazine introduces our readers to a country, city, region or organisation.



SPECIAL ISSUES

Two or three special issues a year, focusing on a country, a cultural or social theme or a major event, the collection **ensuite** effectively reach specific targets. These issues is to decode our news and project ourselves into the future.



PUBLI-REPORTAGES

Four, eight or 16-page sponsored supplements are written, created and developed by our teams.

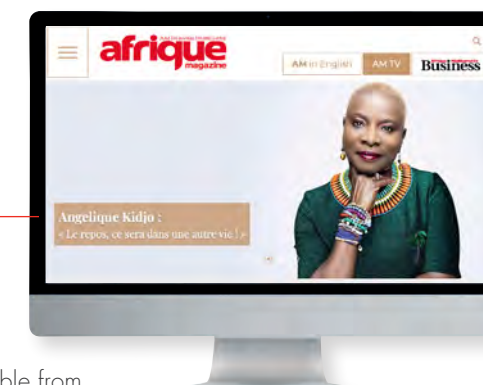
Web

The user-friendly site will be completely redesigned by mid-2016. It will offer the best of **afrique**, exclusive content and a rich « **afrique** in English » section.

www.afriquemagazine.com



The magazine is available from Apple Store and Android platforms. Digital versions can be downloaded from the main digital newsstands, such as Zinio.



afrique
magazine

BEING IN THE **WORLD**

FROM THE PUBLISHER



afrique magazine has come out for nearly 40 years without interruption. That's three decades of experience! We take pride in our high standards and ability to change, adapt and stay fresh. Above all, we're proud of our partners, readers and advertisers' loyalty. Africa is a huge, multi-faceted, complex place at the heart of the world's challenges. Diversity, energy and creativity are there. So are obstacles. Our goal is to reach all the players, Africans and non-Africans, determined to overcome them. Our goal is to reach elites as well as the up-and-coming generations—people with new ways of looking at the world. Our goal is to put out a high-quality magazine (as well as special issues and supplements) keeping up with major trends that offers our advertisers and partners an effective means of communication—an authentic publication close to a resolutely contemporary Africa.

Zyad Limam

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