

MEDIA KIT 2019 / PRICING 2019



www.digitalbusiness.africa

DIGITAL BUSINESS AFRICA'S MISSION

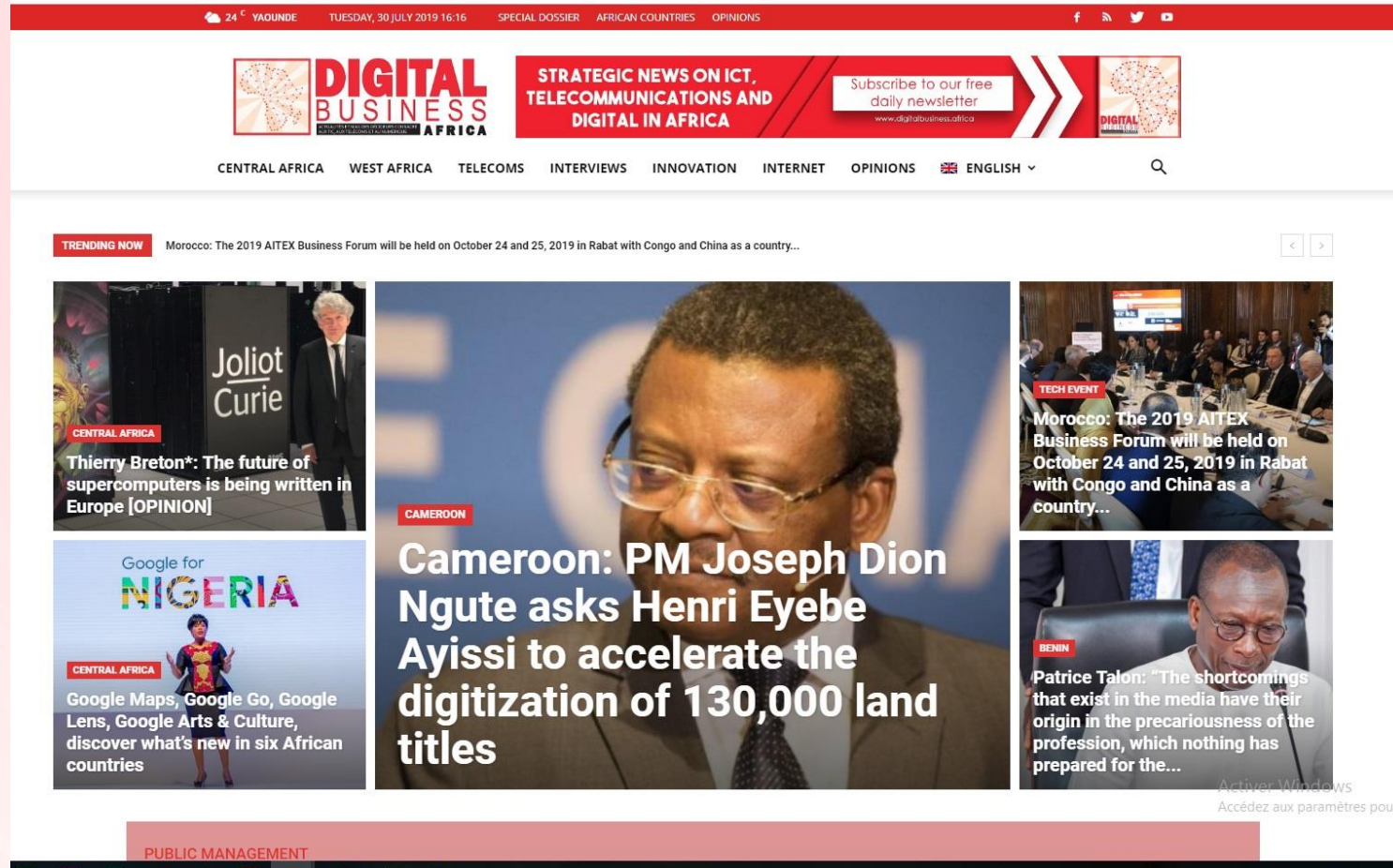
The world is digitalizing over the years. All sectors are undertaking their digital transformation. From the education sector to the health sector, there is no longer an area that does not think about using digital solutions to improve and modernize its offers and services.

DIGITAL Business Africa has decided to tell all these stories of digital transformation by focusing, not only on the daily news of ICT, Telecom and Digital actors, but also on stories of digital transformation in all sectors: education, health, training, etc. And of course, companies that promote these digital transformations.

Moreover, the latest news from telecom, ICT and digital operators also remains the cornerstone of **DIGITAL Business Africa's** DNA, formerly known as **TIC Mag**.



MEDIA KIT 2019 / WEBSITE



www.digitalbusiness.africa



MEDIA KIT 2019 / WEBSITE

TARGET YOUR AUDIENCE

DIGITAL Business Africa allows you to communicate with a targeted audience of experts, enthusiasts, decision-makers and actors in the ICT and Telecommunications sector in Africa.



www.digitalbusiness.africa

OUR AUDIENCE

DIGITAL Business Africa's website is mainly consulted by professionals, enthusiasts, experts, executives and managers in the ICT and telecom sectors. Your products, services or ideas related to the digital economy will find the right platform to communicate effectively on **DIGITAL Business Africa**.

OUR AUDIENCE

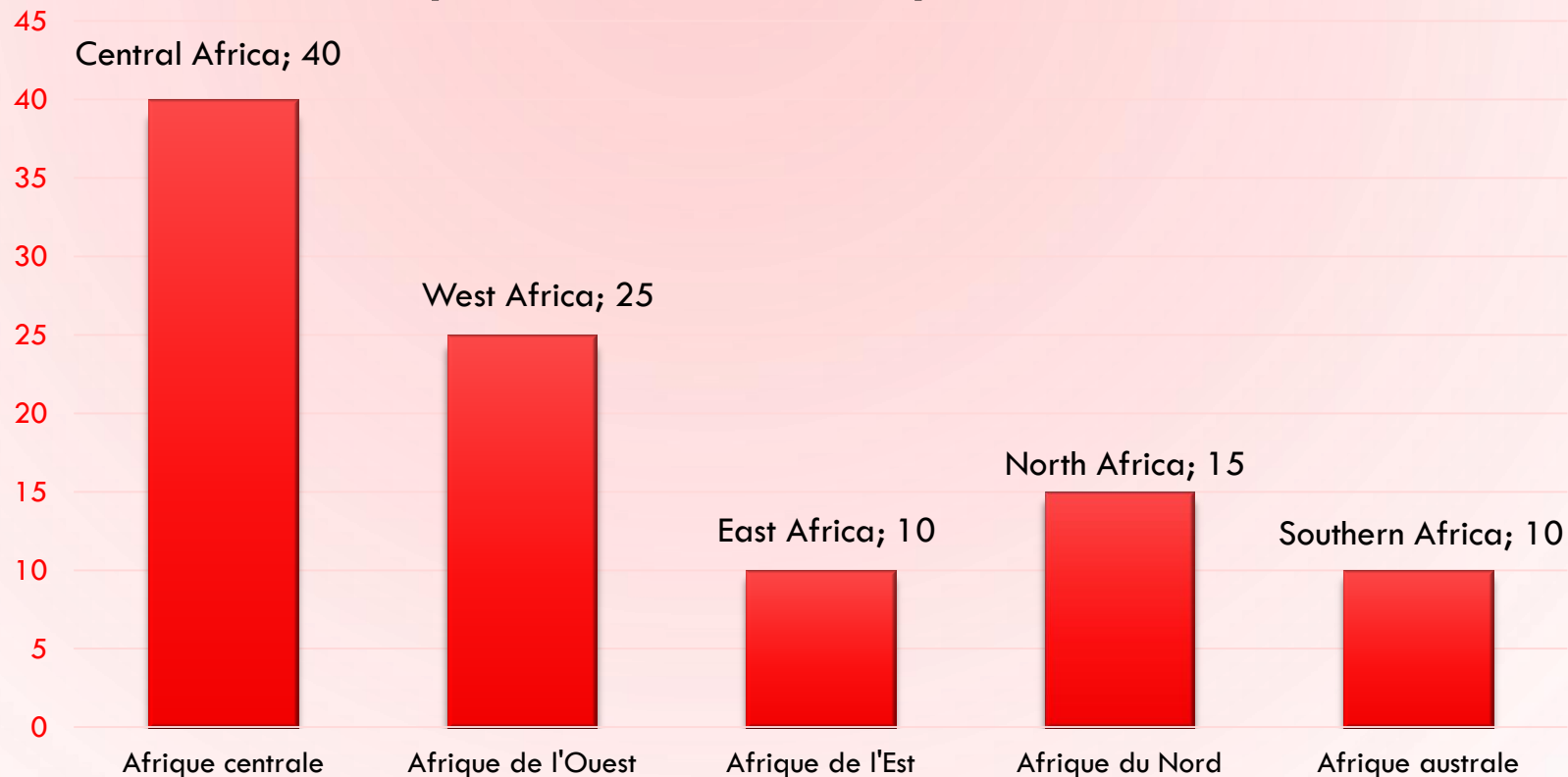


70,000 unique visitors per month on the website of DIGITAL Business Africa



About 40,000 followers on the various social networks of DIGITAL Business Africa

Distribution of DIGITAL Business Africa's audience in Africa as a percentage of the 70,000 unique professional visitors per month.



MEDIA KIT 2019 / WEBSITE

OUR AUDIENCE AND OUR READERS



**8,500 professionals subscribed to
the daily newsletters of DIGITAL
Business Africa**



Newsletter N°1300 of July 26, 2019



**Thierry Breton*: The future of
supercomputers is being written
in Europe [OPINION]**

CENTRAL AFRICA 26 JULY 2019



**Google Maps, Google Go, Google
Lens, Google Arts & Culture,
discover what's new in six African
countries**

CENTRAL AFRICA 25 JULY 2019



**Cameroon: PM Joseph Dion
Ngute asks Henri Eyebe Ayissi to
accelerate the digitization of
130,000 land titles**



**Morocco: The 2019 AITEX
Business Forum will be held on
October 24 and 25, 2019 in Rabat
with Congo and China as a
country...**

www.digitalbusiness.africa

OUR PACKAGES - THE SOFT PLAN

DIGITAL Business Africa's Soft Plan allows you to communicate at low cost on your products or services through articles and / or interviews that the DIGITAL Business Africa team produces based on your documents.

Advantages: the article or the interview stays on the web for an unlimited duration and participates in the construction of the e-reputation of your product, service or company. These articles are free to use on the client's web platforms and by the media that can reuse and publish them. The only requirement is that they simply indicate the source: **DIGITAL Business Africa**.

MEDIA KIT 2019 / WEBSITE

OUR PACKAGE – THE SOFT PLAN

AMOUNT OF PUBLICATION OF ARTICLES + PRESS RELEASES + INTERVIEWS ON DIGITAL BUSINESS AFRICA

ARTICLE ON YOUR PRODUCT OR SERVICE (PRESS RELEASE)

Publication on the website and
in the newsletter

ADVANTAGES :

more than 70000 views per
month on DIGITAL Business Africa
More than 8,500 professionals
subscribed to the Newsletters

Out of taxes PRICE:
200 000 Cfa F,* (305 euros*)

INTERVIEW ABOUT YOUR PRODUCT OR SERVICE

Publication on the website and
in the newsletter

ADVANTAGES :

more than 70000 views per month
on DIGITAL Business Africa
More than 8,500 professionals
subscribed to the Newsletters

Out of taxes PRICE:
300 000 Cfa F,*
457 euros*

VIDEO INTERVIEW ABOUT YOUR PRODUCT OR SERVICE

Publication on the website and
in the newsletter

ADVANTAGES :

more than 70000 views per month
on DIGITAL Business Africa
More than 8,500 professionals
subscribed to the Newsletters

Video interview Published on
DBA, on Facebook and on
YouTube. Even on client website

Out of taxes PRICE:
350 000 Cfa F,* – (en CASH)
534 euros* (en CASH)

VIDEO INTERVIEW ABOUT YOUR SERVICE + WRITTEN INTERVIEW

Publication on the website and
in the newsletter

ADVANTAGES :

more than 70000 views per month
on DIGITAL Business Africa
More than 8,500 professionals
subscribed to the Newsletters

The video is broadcast on DBA, on
YouTube + Transcription and
publication of the video interview

Out of taxes PRICE:
400 000 Cfa F,*
610 euros*

OUR PACKAGES - THE SOFT PLAN – SOCIAL MEDIA

***DIGITAL Business Africa** recommends that, in addition to the promotion it already does on social networks, you put an additional budget of 50,000 CFA francs (77 euros) for more promotion and visibility of your texts and interviews on Facebook and Twitter.

Promotion on Facebook and Twitter during one day (+ free publication bonus on Google+ and LinkedIn). Estimated daily promotion reach on Facebook of more than 10,000 professional Internet users who receive your information and more than 10,000 Twitter subscribers (from your country or countries you want to reach)

OUR PACKAGES - THE PREMIUM PLAN

DIGITAL Business Africa recommends this offer which is economical for companies, institutions, ministerial departments or individuals who communicate regularly. On the basis of your documents or your indications, we write your information in the form of articles or summary. We also publish on DIGITAL Business Africa your releases, unlimited, across all sectors, depending on the target you are targeting.

These articles are also classified **RECOMMENDED ARTICLES** where they have better visibility. They are also published in our newsletter received by more than 8,500 ICT and telecom professionals. These articles are also published in Google News and picked up by many other aggregators and news websites.

OUR PACKAGES - THE PREMIUM PLAN

With this **PREMIUM PLAN**, other information about your products or services published on **DIGITAL Business Africa** is treated exactly like the current information and placed in the corresponding headings (expert opinion, news or current article).

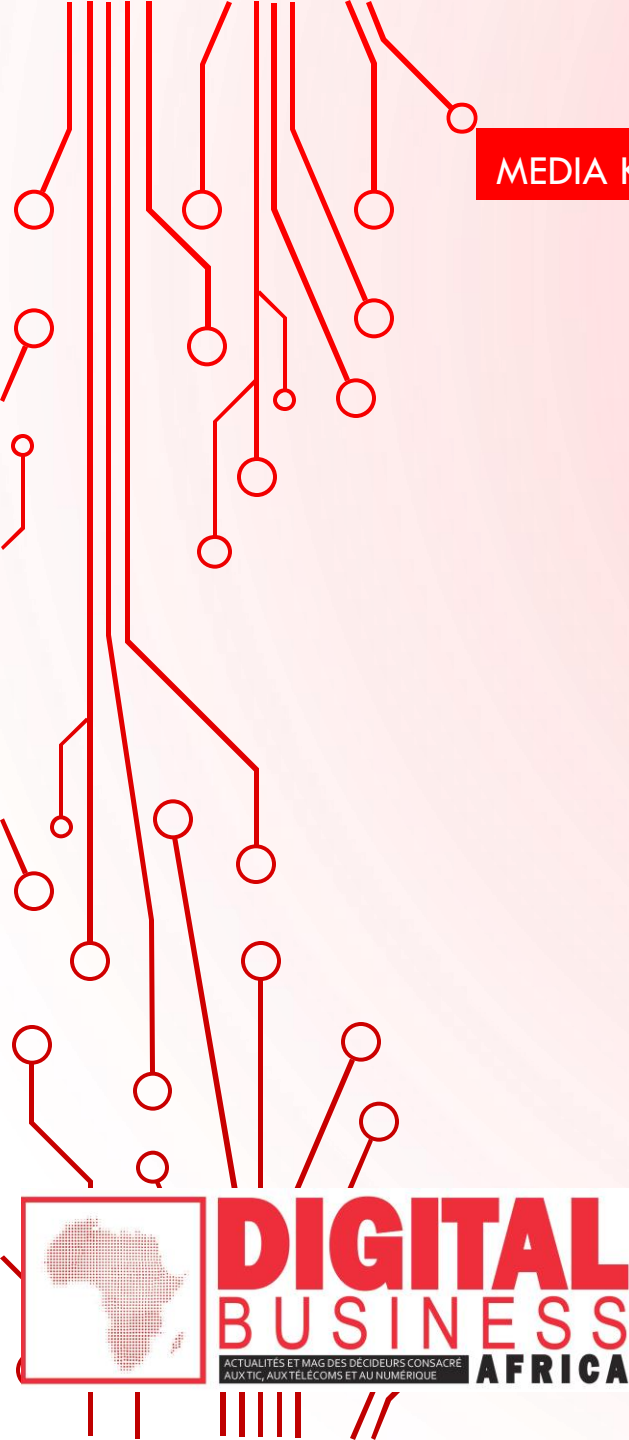
They may be signed by you or the subscribing entity. The editorial staff of **DIGITAL Business Africa** can of course refuse to publish a text that is off topic or that does not comply with the requirements of the law and decency. The annual Premium package includes a (written) interview every two months.

PREMIUM PLAN SUBSCRIPTION - DIGITAL BUSINESS AFRICA *

PERIODICITY	ONE YEAR	SIX MONTHS	THREE MONTHS
Out of taxes PRICE in CFA F,	6 000 000	3 300 000	2 000 000
Out of taxes PRICE in euros	9 147	5 031	3 049

* Amount paid before publication.
The triple tax amount if the payment comes after publication.

www.digitalbusiness.africa



OUR PACKAGES - THE SPECIAL DOSSIER COUNTRY/SERVICE

DIGITAL Business Africa can produce a series of articles and interviews on a country, a program, a service, a product, a project or an institution. These articles of the Special Dossier are then placed on the front page of **DIGITAL Business Africa** in the dedicated space and on a page dedicated to this purpose.

In addition to the prices indicated below, the conditions for the preparation of the special dossier and the additional costs (depending on the client's needs) are to be discussed with the editorial staff of DIGITAL Business Africa: **contact@digitalbusiness.africa** / **sales@digitalbusiness.africa**

SPECIAL DOSSIER ON DIGITAL BUSINESS AFRICA

Out of taxes PRICE in CFA F,	5 000 000		
Out of taxes PRICE in Euros	7 622		

* Amount paid before publication.

The triple tax amount if the payment comes after publication.

MEDIA KIT 2019 / WEBSITE

OUR PACKAGES – THE SPECIAL DOSSIER

DIGITAL Business Africa can produce a series of articles and interviews on a country, a program, a service, a product, a project or an institution. These articles of the Special Dossier are then placed on the front page of **DIGITAL Business Africa** in the dedicated space and on a page dedicated to this purpose.



DOSSIER SPÉCIAL Cameroun : En interview vidéo, ce que les candidats à l'élection présidentielle du 07 octobre 2018 proposent pour développer le numérique



Articles recommandés

Akere Muna : « C'est très important de réduire les coûts de l'Internet et cela passe par la réduction des impôts... »



Articles recommandés

Maurice Kamto : « Je vais accompagner le développement de la Silicon Mountain, mais aussi créer d'autres pôles des TIC » [VIDÉO]



Articles recommandés

Joshua Osih : « Le financement du numérique sera porté par les acteurs du secteur privé » [VIDÉO]



Articles recommandés

Cabral Libii : « Nous allons créer un fonds de développement du numérique de 50 milliards de F.Cfa » [VIDÉO]



Articles recommandés

Serge Espoir MATOMBA : Avec moi, « la digitalisation de l'administration sera confiée aux entreprises camerounaises » [VIDÉO]



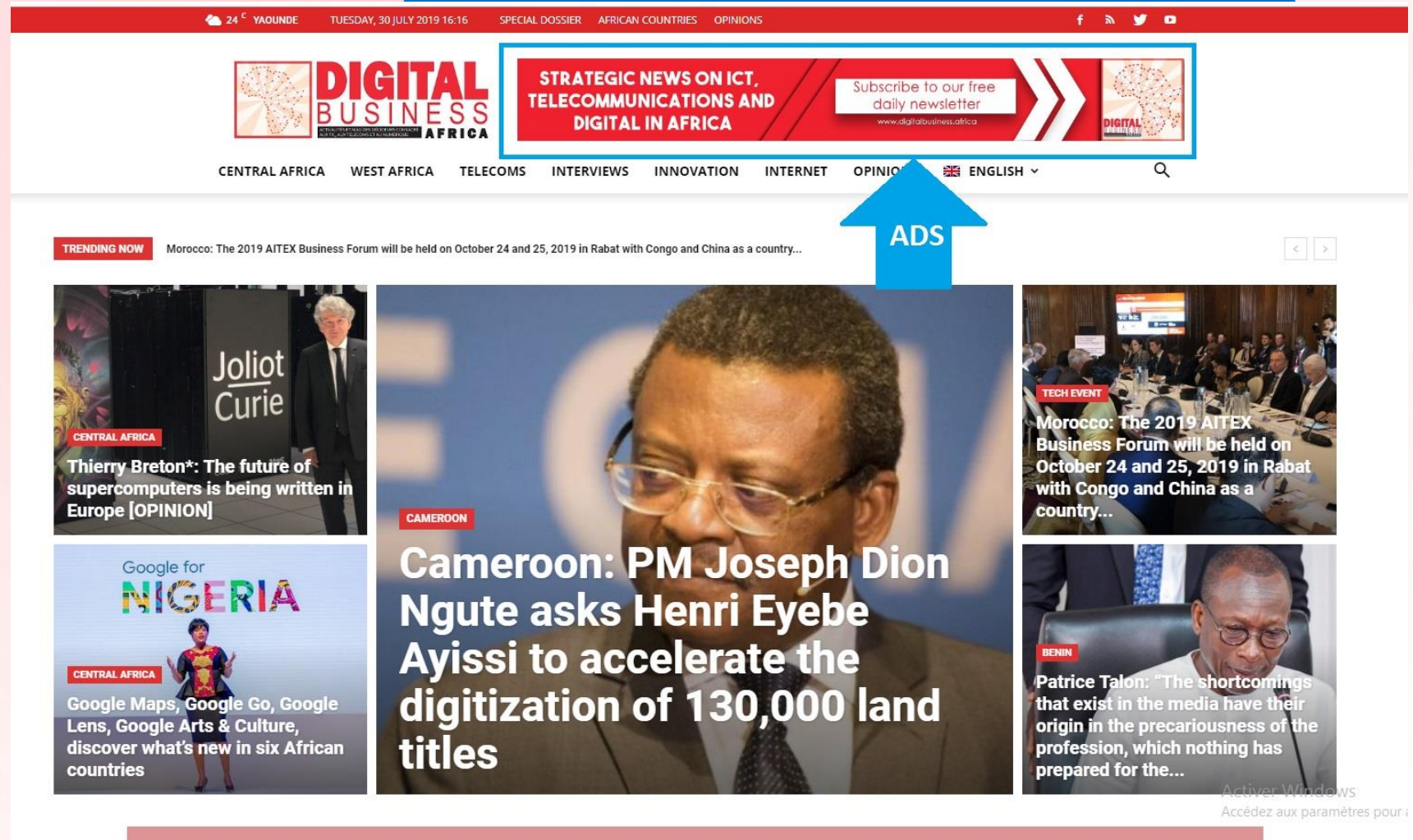
Articles recommandés

Présidentielle 2018 : Paul Biya gagne déjà la bataille du nombre de fans sur les réseaux sociaux

www.digitalbusiness.africa

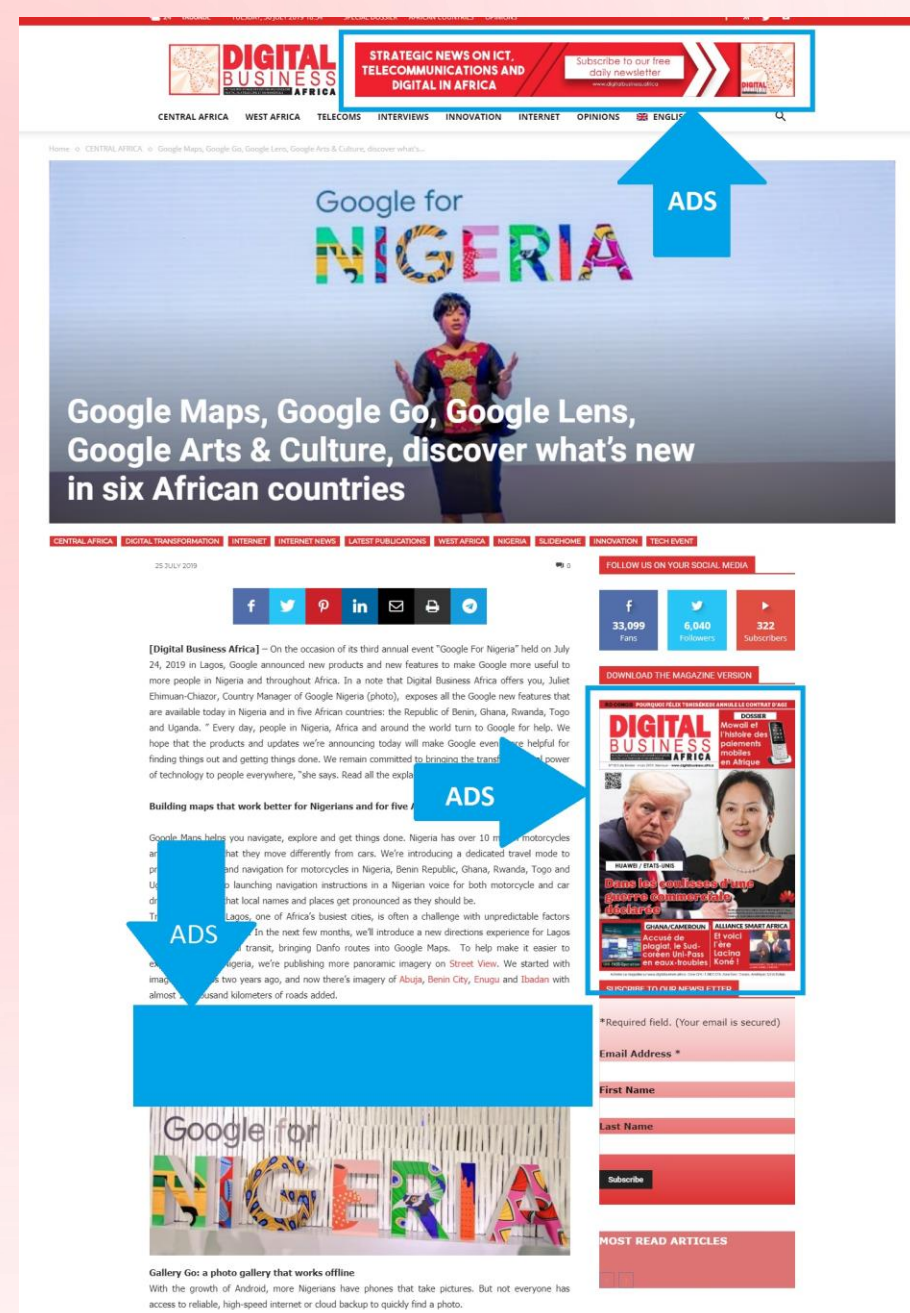
COMMUNICATION BY BANNERS

Your advertising message in the form of a web banner with redirection on your website or products. Assured visibility and traffic generation on your website and redirection of Internet users on your products and services.



MEDIA KIT 2019 / WEBSITE

COMMUNICATION BY WEB BANNERS



www.digitalbusiness.africa

COMMUNICATION BY WEB BANNERS

7 SEVEN-DAY CAMPAIGN	1 – GIANT BANNER (top of articles) (728 x 90)	2- GIANT BANNER (Down after block HomeP) (1000 x 82 px)	3 – BANNER 396 x 60	4 - BANNER Bottom of articles (728 x 90)	5 – BANNER at the left sidebar (400 x 300)	COMBINED PACKAGE (1+2+3+4+5)
DISPLAY ON						
HOMEPAGE	500 000 F.Cfa HT 762 euros HT	300 000 F.Cfa HT 457 euros HT	200 000 F.Cfa HT 305 euros HT	250 000 F.Cfa HT 381 euros HT	200 000 F.Cfa HT 305 euros HT	600 000 F.Cfa HT 915 euros HT
TELEPHONY, INTERNET & TELECOMS	400 000 F.Cfa HT 610 euros HT	200 000 F.Cfa HT 305 euros HT	200 000 F.Cfa HT 305 euros HT	250 000 F.Cfa HT 381 euros HT	200 000 F.Cfa HT 305 euros HT	550 000 F.Cfa HT 838 euros HT
ALL SECTIONS	500 000 F.Cfa HT 762 euros HT	300 000 F.Cfa HT 457 euros HT	200 000 F.Cfa HT 305 euros HT	250 000 F.Cfa HT 381 euros HT	200 000 F.Cfa HT 305 euros HT	600 000 F.Cfa HT 915 euros HT
COVERAGE OF THE ENTIRE WEBSITE + HOMEPAGE + INTERNAL PAGES	1 000 000 F.Cfa HT 1 525 euros HT		ADS by POP UP (500 x 400) before entering the website	POP UP Required view before entering the website	Amount of POP UP 1 500 000 F.Cfa HT 2 287 euros HT	

BANNERS IN THE NEWSLETTER

DIGITAL Business Africa offers you the opportunity to publish your advertising message, at the beginning of our daily newsletters, addressed to decision-makers in the ICT, Telecoms and Digital sector, to executives and managers of companies or institutions active in Africa and Europe. That is to 8,500 professional subscribers...

SEVEN-DAY CAMPAIGN IN THE NEWSLETTER	500 000 F.CFA HT 762 euros HT	8,500 professional subscribers
SEVEN-DAY CAMPAIGN IN THE NEWSLETTER AND ON THE DIGITAL Business Africa's WEBSITE	800 000 F.Cfa HT 1 020 euros HT	8,500 professionals registered with NL and 70,000 readers per month on the website.

MEDIA KIT 2019 / NEWSLETTER

YOUR AD IN OUR DAILY NEWSLETTER



**8,500 professionals subscribed to
the daily newsletters of DIGITAL
Business Africa**



Newsletter N°1300 of July 26, 2019



Thierry Breton*: The future of supercomputers is being written in Europe [OPINION]



Google Maps, Google Go, Google Lens, Google Arts & Culture, discover what's new in six African countries

YOUR ADS HERE



Cameroon: PM Joseph Dion Ngute asks Henri Eyebe Ayissi to accelerate the digitization of 130,000 land titles



Morocco: The 2019 AITEX Business Forum will be held on October 24 and 25, 2019 in Rabat with Congo and China as a country...

www.digitalbusiness.africa

MEDIA KIT 2019

MAG VERSION (PDF) OF DIGITAL BUSINESS AFRICA

Every month, a PDF version of the DIGITAL Business Africa Magazine is produced and sold both by DIGITAL Business Africa and by digital kiosks including ePresse.fr (in Europe) and eKiosque.cm (in Africa). This Mag version is a great place to communicate and target more specialists, professionals, industry players and enthusiasts.



www.digitalbusiness.africa

ADS IN THE MAGAZINE VERSION OF DIGITAL BUSINESS

Characteristics and dimensions of the pages

Fichiers : PDF, EPS, TIFF

Résolution : 300 dpi

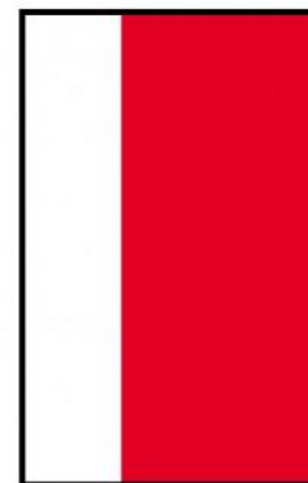
Formats :



Pleine page
(LxH)= 215 x 290 mm
Fond perdu : 6 mm



1/2 page
(LxH)= 215 x 145 mm
Fond perdu : 6 mm



1/3 page
(LxH)= 70x 290 mm
Fond perdu : 6 mm



1/4 page
(LxH)= 107,5 x 145 mm
Fond perdu : 6 mm

ADS IN THE PDF VERSION OF DIGITAL BUSINESS AFRICA

OFFERS	FORMAT	DIMENSIONS L X H	AMOUT (OOT) IN CFA FRANCS	AMOUT (OOT) IN EUROS	FIVE EDITIONS IN CFA FRANCS	FIVE EDITIONS IN €
1	4th cover of the Magazine	215 X 290	3 000 000 F.Cfa	4 574 €	13 000 000 F.Cfa	19 818 €
2	2nd cover of the Magazine	215 X 290	2 500 000 F.Cfa	3 811 €	11 500 000 F.Cfa	17 532 €
3	3rd cover of the Magazine	215 X 290	2 500 000 F.Cfa	3 811 €	11 500 000 F.Cfa	17 532 €
4	1 page Interview and 1 page Advertising	2x215 X 290	2 000 000 F.Cfa	3 049 €	9 000 000 F.Cfa	13 720 €
5	1 inside page	215 X 290	1 500 000 F.Cfa	2 287 €	6 000 000 F.Cfa	9 147 €
6	1/2 page of Indoor Advertising	215x145	900 000 F.Cfa	1 372 €	3 500 000 F.Cfa	5 335 €
7	1/3 advertising page	71,6 x 290	600 000 F.CFA	915 €	2 400 000 F.Cfa	3 659 €
8	¼ page of indoor advertising	107,5 x 145	500 000 F.CFA	762 €	2 000 000 F.Cfa	3 050 €



CONTACT DIGITAL BUSINESS AFRICA

Yaounde Office - Total Etoudi

Telephone : +237 243 25 64 36

Email : contact@digitalbusiness.africa

CONTACT ADVERTISEMENT

Email : contact@ictmedia.agency / sales@digitalbusiness.africa

www.digitalbusiness.africa