

BEING IN AFRICA,
BEING IN THE WORLD



MEDIA KIT

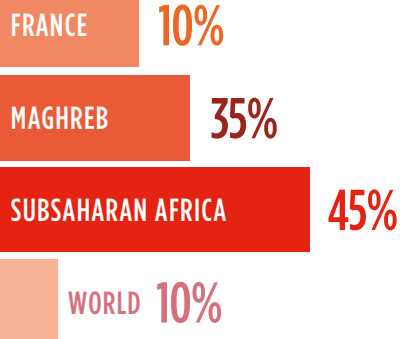
www.afriquemagazine.com

A UNIQUE MAGAZINE

AM, the leading pan-African magazine for over 30 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. **AM** is a resolutely high-end magazine also focusing on lifestyle and trends. Its a bi-monthly with six releases per yer, reflecting our ambition and our brand. We add to these releases special issues ("hors-séries") 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

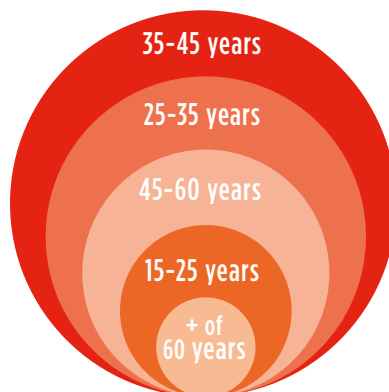


**DISTRIBUTED
IN OVER
40 COUNTRIES**

**50 000
COPIES
PER ISSUE**

OUR READERS

by age
and level of importance



**400 000
READERS**

BEING IN AFRICA,

ADVERTISING

Print

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



SPECIAL ISSUES

Four special issues a year, focusing on a country, a cultural or social theme or a major event, effectively reach specific targets.



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



AM PROMO

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

The Web

The **user-friendly site** will be completely redesigned by mid-2016. It will offer the best of **AM**, exclusive content and a rich "AM 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** and **Relay**.



AFRIQUE MAGAZINE
AM

BEING IN THE WORLD

FROM THE PUBLISHER



AM HAS COME OUT FOR OVER 30 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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