Welcome to Africa
Agribusiness Magazine

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

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.
2016 Editorial Calendar

The following is a list of upcoming editions and the countries featured in each. If you would like more information about a specific issue feel free to contact us.

**May/June 2016**

Featuring: Energy, Malawi, Uganda

**July/August 2016**

Featuring: South Africa, Botswana, Nigeria

**September/October 2016**

Featuring: Ghana, Cameroon, Guinea

**Nov/Dec 2016**

Featuring: Rwanda, Uganda, Malawi, Benin
Our articles come from writers located throughout Africa and globally. Often times AAM’s journalists are inside experts. We also have many Africans who work within the agribusiness industry who write for us. AAM conducts interviews with political officials who give valuable information on agribusiness investment opportunities. In these ways AAM offers varied, reliable, knowledgeable, and valuable content which our readers can enjoy reading.

**Bi-Monthly Segments**

**Small Farmers**  
Articles relating to small scale farmers in Africa

**Africa International**  
Articles relating to international trade

**Technology in Africa**  
Articles pertaining to technological advancements which would be useful in Africa

**Politics**  
Articles/typically interviews with African government officials

**Africa’s Future**  
Articles which address current problems and how they can be overcome

**African Culture**  
Articles for Diaspora groups throughout the world-recipes, books, and festivals.

**Solidarity**  
Articles and information about non-profits who do work in Africa

**Francais**  
Articles written in French for some of our readers.
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’s estimated readership per issue is over 250,000. AAM is printed bi-monthly and is distributed in hard copy, electronic copy, and via our website. Electronic copies are more prevalent than hard copies (given the lower costs of distributing to such a wide audience via the internet). However, a large number of hard copies are printed for distribution in African countries, U.S., China, and India.

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
- Central African Republic
- Comoros
- Cote d’Ivoire
- Democratic Republic of Congo
- Djibouti
- Ethiopia
- Gabon
- The 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

When it comes to advertising with AAM, we can help you out a lot. Our multilingual staff can assist in translations from many different languages. AAM also has a team of graphic artists on its staff who can design professional advertisements for your company to use in our magazine. Lastly, AAM wants our advertisers to succeed, for this reason we will promote your business when we go to meetings with government officials and other businessmen. Furthermore, when we know subscribers who would like to purchase your services or products we will happily connect them to you.
Who should advertise?

Everyone who does any business in Africa or assists in International transactions should advertise in this magazine. If you manufacture farm or tertiary level equipment, you should be advertised here, because people with the ability to buy large amounts of machinery read this magazine. If you offer services related to agribusiness you need to advertise here, because we also have a lot of new business persons who will require your services. If you are involved in law you will be needed by our readers if they decide to open up new businesses. If you are a writer, restaurant, or food/cultural product exporter/ importer we reach a large diaspora clientèle who would be interested in your goods. If you provide financial services, many of our readers need and use these services daily for international business. If you are involved in the African travel industry you need to advertise here because our readers will have to travel to Africa on business and are also likely to want to relax at one of your resorts or fly on one of your airplanes. If you are involved in shipping, guess what? You should be advertising in Africa Agribusiness Magazine.

Keep in mind agribusiness is interconnected with many parts of all economies. People involved in agribusiness come from all walks of life. For this reason AAM reaches a large, diverse, international following which can and should be marketed for products and services by your company. If you are reading this, than yes, your company should be advertising in AAM. How else would you have come by this media kit?
Print Advertisement Sizes

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.

B2
WHO WILL YOU MEET?

POLICY MAKERS
Agriculture ministers
Environment agencies
Regional & local government
Research agencies
Multilateral development agencies

NGOs
Agriculture specialists
Project managers
Funding managers

INNOVATORS

INVESTORS
Private venture capitalists
Institutional

AGRICULTURAL PRODUCERS
Food, feed, fuel, clean energy
Small & large scale
Start & prizes

BOOK YOUR PLACE TODAY AT WWW.NATIONSINAgriculture.COM

D

Prices on Next Page
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.
$2,500

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.
$1,500

C) 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.
$1000

D) Business Card Sized Ads
Perfect for non-profits, individual professionals, small businesses, Writers, Lawyers, new companies on a budget, and many others! Get your contact information out to our readers.
$500

E) Travel Ads
Perfect for travel related businesses, safaris, hotels, theme parks, and other such tourist attractions.
$1,000-$2,000

F) Internet Ads
Work great for promoting companies which have Websites. AAM has many people who visit our site daily. Don’t let these possible customers slip away!
$300-1,000

All Prices are in US Dollars
G) 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. Simply send AAM an article you have had written about your company or invite one of AAM’s journalists or staff members to your business. AAM’s visitor will write a nice article highlighting the positives of your business and how it relates to agriculture in Africa. AAM suggests following this article with at least three months of other advertising to increase the perceived reliability of your company.

$4,000-$12,000

H) 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.

$10,000

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.

$5,000

All Prices are in US Dollars
AFRICA AGRIBUSINESS

Full Page Examples
Our website provides full-text electronic copies of Africa Agribusiness Magazine and serves as an international hub for Africa Agribusiness social networking. 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

$1000

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

$700

**The Main Box**
- Best value, huge impact
- Great for events or products

$300

All Prices are in US Dollars
Discounts

Non-Profits, Churches, and New Small Businesses, are all eligible for discounts on advertising. Mention that you are eligible for a discount and tell us what kind. For every four months you contract a full page advertisement with AAM you get 20% off, provided you pay up front.

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

E-mail: info@africaag.org

Call: 424-200-8544

For more information visit Africaag.org

These rates are only available for 2016, act now to save!